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LAS VEGAS VISITOR PROFILE

Calendar Year 2014

Downtown/Strip Corridor Version
(Location of Lodging)

Research that works.

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VISITOR PROFILE STUDY

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EXECUTIVE SUMMARY

The Las Vegas Visitor Profile Study is conducted monthly and reported annually to provide an ongoing assessment of the Las Vegas visitor and trends in visitor behavior over time. This report presents the findings from the 3,600 personal interviews conducted by GLS Research throughout calendar year 2014.

Visitors who lodged Downtown and visitors who lodged in the Strip Corridor are the focus of this report. The tables and charts in this report show data for all visitors and for three visitor subgroups:

- **DOWNTOWN** — visitors who lodged Downtown during their visit — 5% of all visitors.
- **STRIP CORRIDOR*** — visitors who lodged on or just off the Strip — 76% of all visitors.
- **OTHER** — the remaining visitors (those who lodged in locations other than Downtown or the Strip Corridor or those on a day trip to Las Vegas — 19%).

This section presents the research highlights. The findings are presented in detail beginning on page 7.

* The Strip Corridor includes properties located directly on Las Vegas Boulevard South and between Valley View Road and Paradise Road.

DOWNTOWN LODGERS

Visitors who lodged Downtown were more likely than those who lodged on the Strip Corridor to:

- Have visited Las Vegas before (91%) and to have visited Las Vegas the most frequently, both in the past 12 months (average of 1.8 visits) and in the past five years (average of 7.2 visits).
- Have used the Internet to book their transportation (57%).
- Have lodged in a hotel (99%).
- Have booked their accommodations by calling the property directly (48%).
- Have booked their accommodations less than one week in advance (15%).
- Have two people staying in their room (81%).
- Have stayed longer on their current visit (mean of 3.5 nights).
- Have gambled during their visit (83%), have gambled more hours per day (average of 3.8 hours), and have gambled at more casinos (mean of 2.7).
- Have seen a lounge act during their visit (86%).
- Be older (mean of 48.6 years) and to be retired (31%).
- Be from the United States (94%), particularly from the West (66%).
- During their visit to Las Vegas Downtown lodgers spent: an average of
    - $263.70 on food and drink.
    - $117.64 on shopping.
    - $30.33 on shows and entertainment.

STRIP CORRIDOR LODGERS

Visitors who lodged on the Strip Corridor were more likely than those who lodged Downtown to:

- Be making their first visit to Las Vegas (22%).
- Say the purpose of their current visit was to attend a convention, trade show, or corporate meeting (11%).
- Have taken a taxi (37%) or ridden the monorail (13%) during their visit.
- Have planned their trip more than 90 days in advance (18%).
- Have used social media to plan their trip and to plan activities during their trip (29% each).
- Have used the Internet to plan their trip (69%).
- Have booked their accommodations through a third party website (25%).
- Have seen a Broadway/production show during their visit (39%), have been to Las Vegas attractions for which you have to pay (23%), and have visited a spa (8%).
- Be younger (mean of 44.0 years).
- Be employed (66%).
- Be visiting form a foreign country (22%).
- During their visit to Las Vegas Strip Corridor lodgers spent: an average of
    - $304.53 on food and drink.
    - $169.93 on shopping.
    - $55.87 on shows and entertainment.

INTRODUCTION

The Las Vegas Visitor Profile Study is conducted monthly, and reported annually, to provide an ongoing assessment of the Las Vegas visitor and trends in visitor behavior over time.

More specifically, the Las Vegas Visitor Profile aims:

- To provide a profile of Las Vegas visitors in terms of socio-demographic and behavioral characteristics.
- To monitor trends in visitor behavior and visitor characteristics.
- To supply detailed information on the vacation and gaming habits of different visitor groups, particularly gaming and non-gaming expenditures.
- To allow the identification of market segments and potential target markets.
- To provide a basis for calculating the economic impact of different visitor groups.
- To determine visitor satisfaction levels.

In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2014. These questions will be rotated back into the questionnaire in Calendar Year 2015 and subsequently asked every other year.

METHODOLOGY

In-person interviews were conducted with 3,600 randomly selected visitors. Three-hundred (300) interviews were conducted each month for 12 months from January through December 2014 (From 2005 – 2010, GLS Research, in consultation with the LVCVA, used a sampling plan based on marketing seasons. The goal was to obtain a sufficient number of interviews by marketing season to permit comparisons across seasons). Qualified survey respondents were visitors to Las Vegas (excluding residents of Clark County, Nevada) who were at least 21 years of age. In addition, only visitors who planned to leave Las Vegas within 24 hours were asked to complete the survey.

The results of the Las Vegas Visitor Profile have been weighted to more accurately reflect actual visitors to Las Vegas in terms of mode of transportation, lodging location, and month of visit. Specifically, the mode of transportation weight is derived from a compilation of data provided by the LVCVA, McCarran International Airport, and the Nevada Department of Transportation. The lodging location weight is derived from geographic area specific occupancy rates from independent surveys conducted by the LVCVA. The month of visit weight is derived from monthly room nights occupied data, also from independent surveys conducted by the LVCVA as part of their ongoing room occupancy audit.

Visitors were intercepted in the vicinity of Las Vegas casinos, hotels, motels, and RV parks. To assure a random selection of visitors, different locations were utilized on each interviewing day, and interviewing was conducted at different times of the day. Upon completion of the interview, visitors were given souvenirs as “thank you’s”. Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

Beginning with the 2012 Visitor Profile, apparent shifts in certain results may partially be attributed to subtle changes in the sampling methodology. Enhancing the current methodology allowed for an updated mix of survey locations with new outdoor sites added to the current indoor locations at area hotels and motels. Additionally, the age range of surveyors was broadened to help achieve as representative a sample as possible. Looking ahead, continued monitoring of the survey collection processes will identify any shifts with the data and determine if they are a result of methodological changes or reflective of actual changes in the visitor characteristics.

Interviews were edited for completeness and accuracy, and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to GLS Research.

Throughout this report, bar charts are used to illustrate the data. The data presented in these charts are based on the total sample of respondents for 2014, unless otherwise specified. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

When we note that a difference between subgroups on a particular measure is "significant" or "statistically significant," we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is "not significant" or "not statistically significant," we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

Visitors who lodged Downtown and visitors who lodged in the Strip Corridor are the focus of this report. Statistically significant differences in the behavior, attitudes, and opinions by lodging location are pointed out in the text of the report.

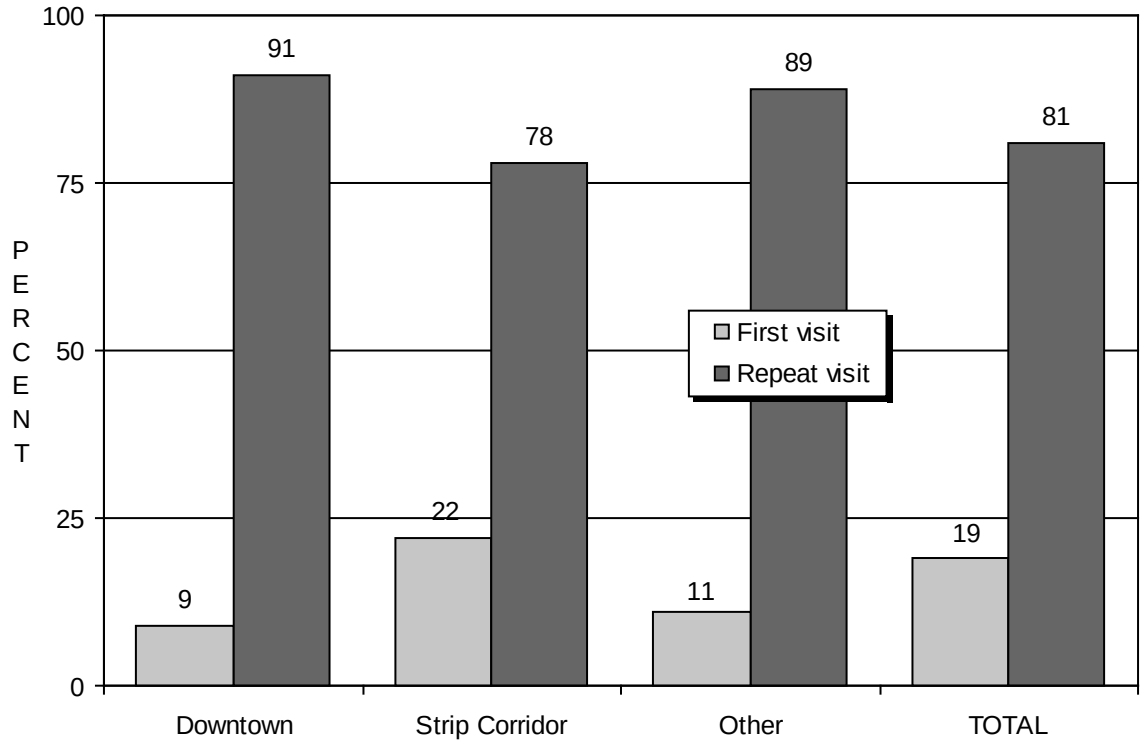
In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2014. These questions will be rotated back into the questionnaire in Calendar Year 2015 and subsequently asked every other year. These questions are noted in the text accompanying the figures in the body of this report.

Details on the findings and conclusions of the survey are presented in the following sections of this report.

SUMMARY OF FINDINGS

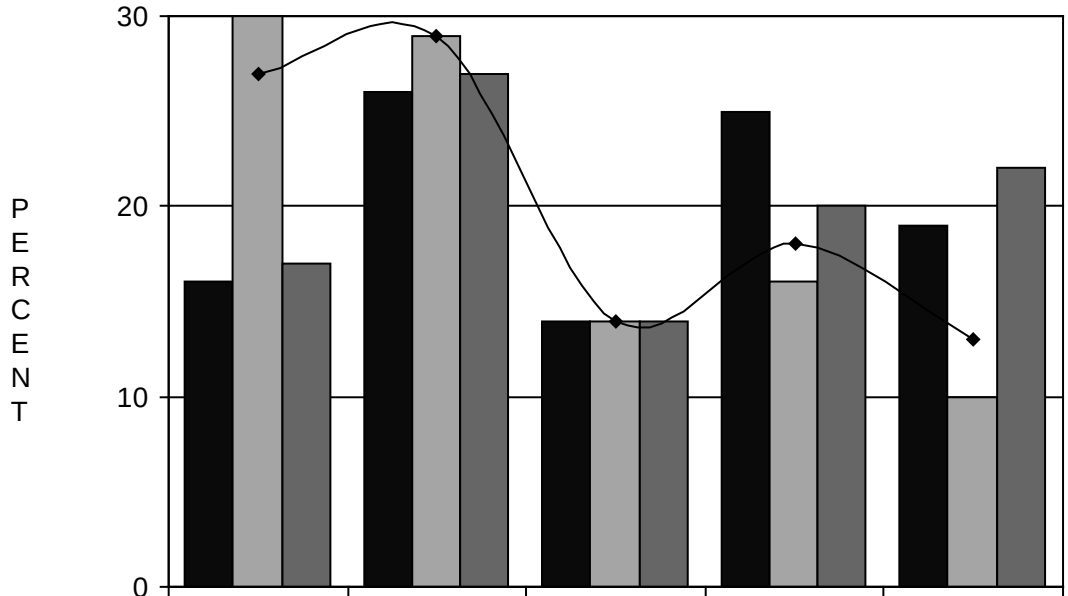
REASONS FOR VISITING

FIGURE 1
First Visit Vs. Repeat Visit



Most visitors (81%) said they have visited Las Vegas in the past (Figure 1). Strip Corridor lodgers (22%) were the more likely to be first-time visitors to Las Vegas, than those lodging Downtown (9%) or those lodging in areas other than the Strip or Downtown (11%).

FIGURE 2
Frequency Of Visits In Past Five Years
(Among All Visitors)

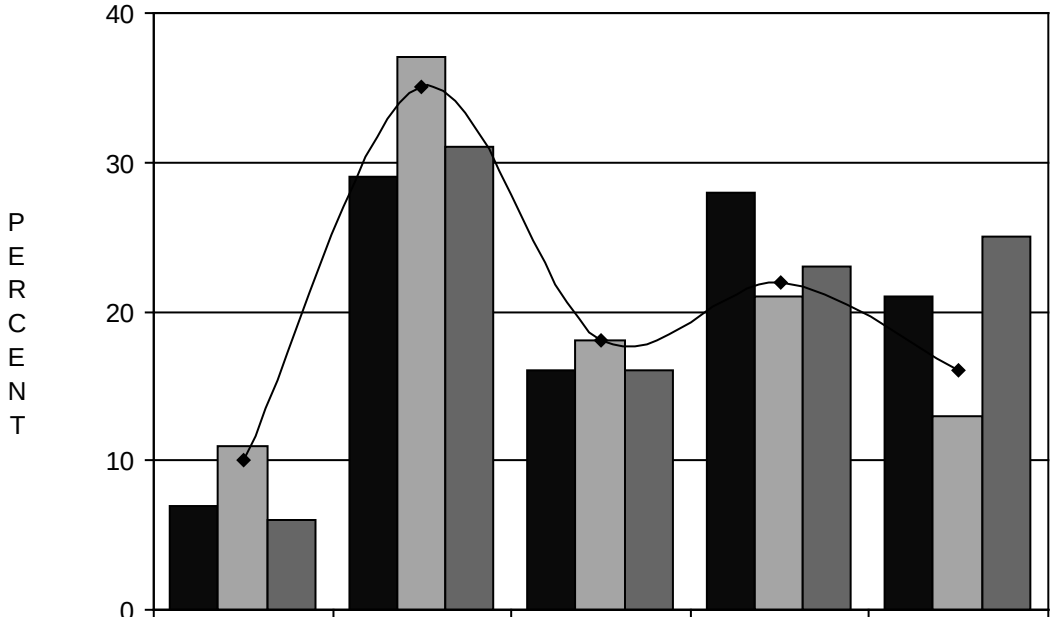


	One	Two to three	Four to five	Six to ten	More than ten
Downtown	16	26	14	25	19
Strip Corridor	30	29	14	16	10
Other	17	27	14	20	22
TOTAL	27	29	14	18	13

(Means: Downtown=7.2, Strip Corridor=5.0, Other=8.4, TOTAL=5.7)

Among all visitors, the mean, or average, number of visits to Las Vegas during the past five years was 5.7 visits (Figure 2). The average number of visits was significantly lower for Strip Corridor lodgers (5.0 visits) than for those lodging Downtown (7.2 visits) and those lodging outside of the Strip or Downtown (8.4 visits). Strip Corridor lodgers were significantly more likely to say they had visited only one time in the past 5 years (30%).

FIGURE 3
Frequency Of Visits In Past Five Years
(Among Repeat Visitors)

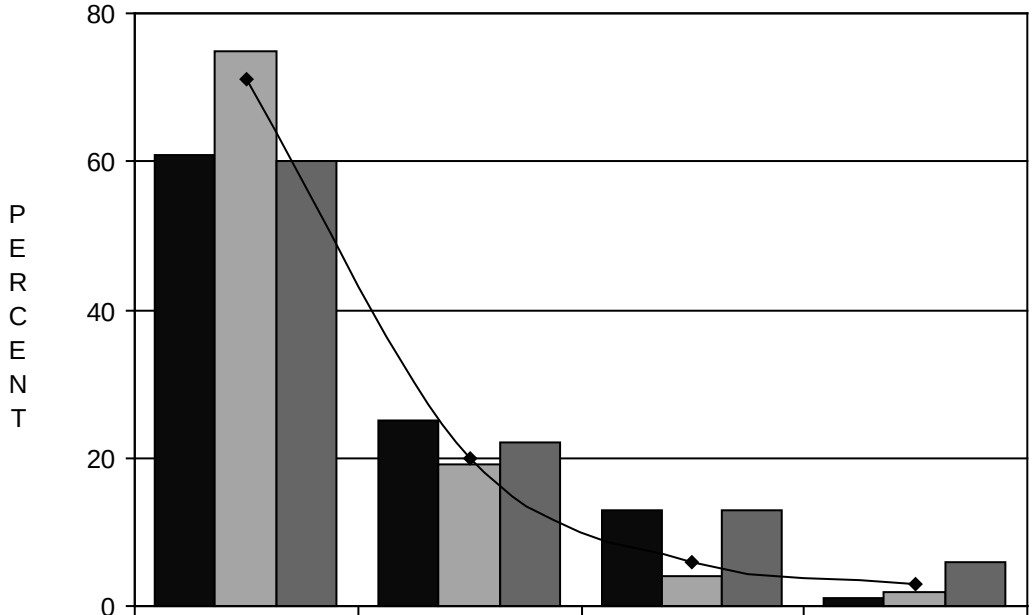


	One	Two to three	Four to five	Six to ten	More than ten
Downtown	7	29	16	28	21
Strip Corridor	11	37	18	21	13
Other	6	31	16	23	25
TOTAL	10	35	18	22	16

(Base Sizes: Downtown=169, Strip Corridor=2140, Other=597, TOTAL=2906)
(Means: Downtown=7.9; Strip Corridor=6.1, Other=9.3, TOTAL=6.9)

Looking only at repeat visitors (Figure 3), the average number of visits to Las Vegas during the past five years was 6.9 visits. Strip Corridor lodgers made significantly fewer visits in the past five years (6.1 visits) than Downtown lodgers (7.9) or those lodging elsewhere (9.3 visits).

FIGURE 4
Frequency Of Visits In Past Year
(Among All Visitors)

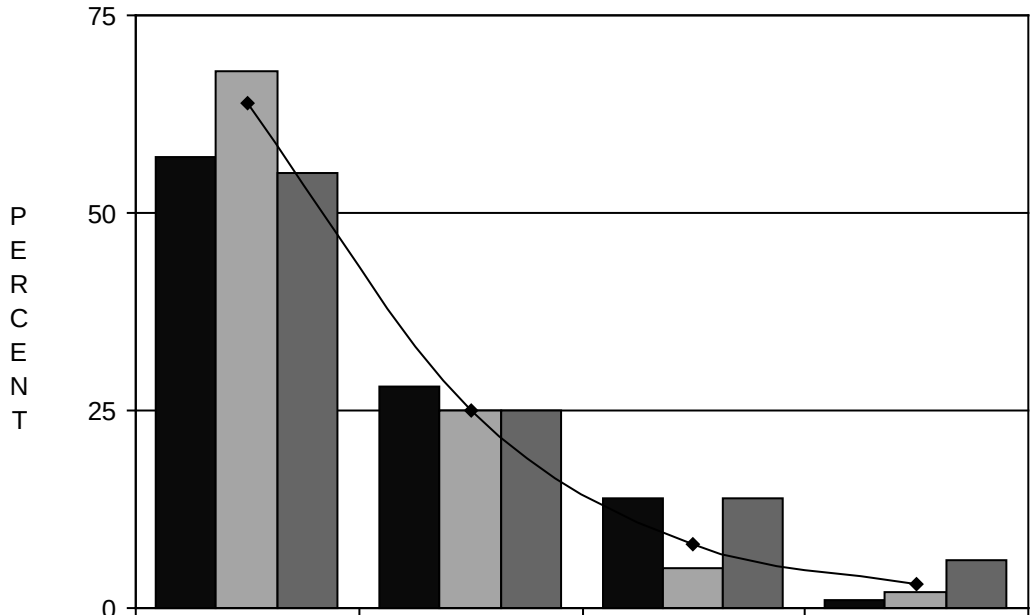


	One	Two to three	Four to five	More than five
Downtown	61	25	13	1
Strip Corridor	75	19	4	2
Other	60	22	13	6
TOTAL	71	20	6	3

(Means: Downtown=1.8, Strip Corridor=1.5, Other=2.1, TOTAL=1.6)

Among all visitors, the average number of visits to Las Vegas in the past year was 1.6 (Figure 4). Strip Corridor lodgers visited less frequently during the past year (1.5 visits) compared to Downtown lodgers (1.8 visits) and those lodging outside of the Strip or Downtown (2.1 visits).

FIGURE 5
Frequency Of Visits In Past Year
(Among Repeat Visitors)

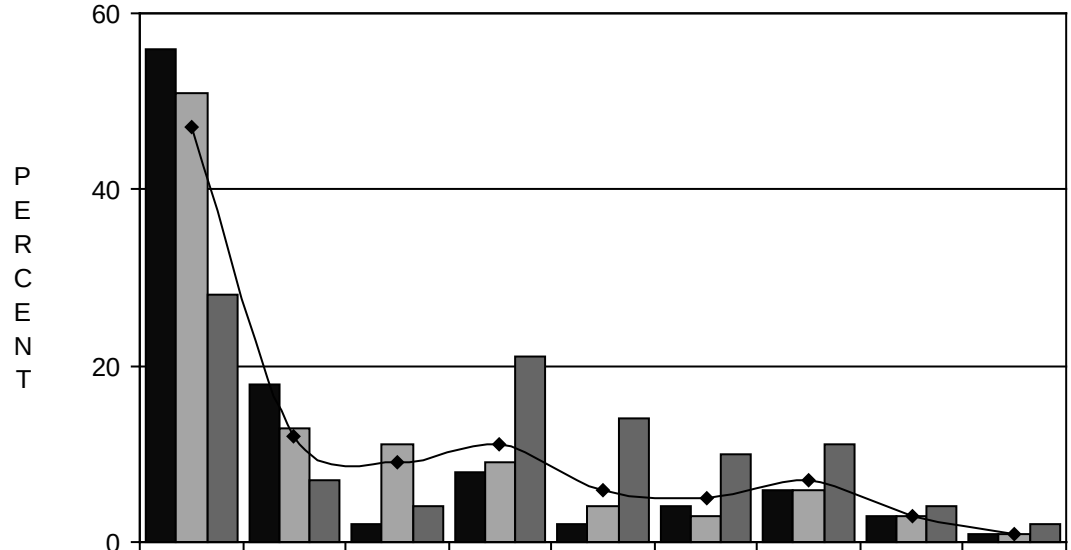


	One	Two to three	Four to five	More than five
Downtown	57	28	14	1
Strip Corridor	68	25	5	2
Other	55	25	14	6
TOTAL	64	25	8	3

(Base Sizes: Downtown=169, Strip Corridor=2140, Other=597, TOTAL=2906)
(Means: Downtown=1.9; Strip Corridor=1.6, Other=2.2, TOTAL=1.8)

Among repeat visitors, the average number of visits to Las Vegas in the past year was 1.8 (Figure 5). Again, Strip Corridor lodgers (1.6 visits) visited less frequently in the past year than Downtown lodgers (1.9 visits) and those lodging outside of the Strip or Downtown (2.2 visits).

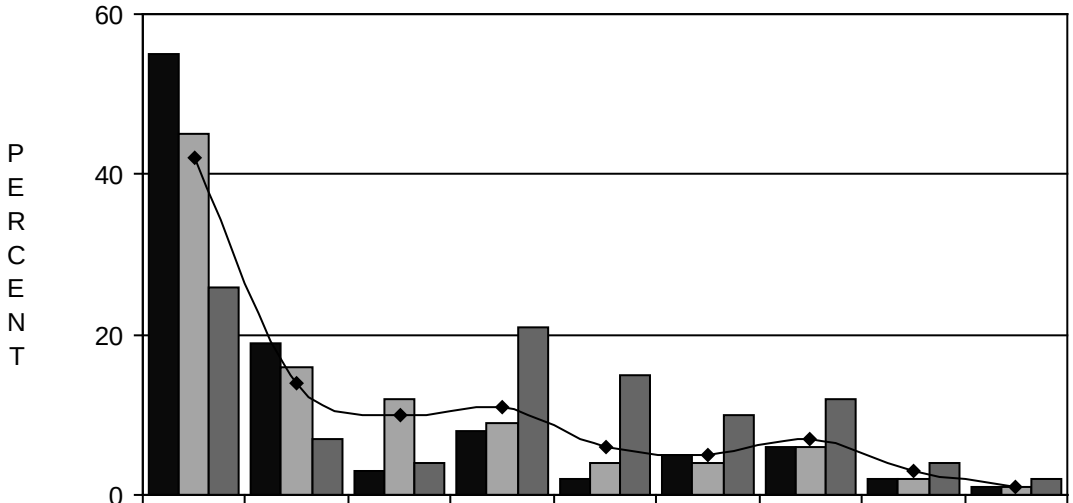
FIGURE 6
Primary Purpose Of Current Visit
(Among All Visitors)



	Vacation/ pleasure	Gambling	Conven-tion/corp. mtng	Friends/ relatives	Other business	Passing through	Special event	Wedding	Other
Downtown	56	18	2	8	2	4	6	3	1
Strip Corridor	51	13	11	9	4	3	6	3	1
Other	28	7	4	21	14	10	11	4	2
TOTAL	47	12	9	11	6	5	7	3	1

When asked about the primary purpose of their current visit to Las Vegas (Figure 6), both Downtown (56%) and Strip Corridor lodgers (51%) were significantly more likely than those who lodged elsewhere (28%) to mention vacation or pleasure or to say they were visiting Las Vegas primarily to gamble (18% of Downtown lodgers and 13% of Strip Corridor lodgers vs. 7% among those lodging elsewhere. Other lodgers were more likely to be visiting Las Vegas to see friends or relatives (21%, compared to 8% for Downtown and 9% for Strip Corridor lodgers), for some business purpose other than a convention or corporate meeting (14%, compared to 2% for Downtown and 4% for Strip Corridor lodgers), for a special event (11% vs. 6% each for Downtown and Strip Corridor lodgers), or to say they were just passing through (10%, compared to 4% for Downtown and 3% for Strip Corridor lodgers). Strip Corridor lodgers (11%) were more likely than Downtown (2%) or other lodgers (4%) to say they were primarily visiting for a convention or corporate meeting.

FIGURE 7
Primary Purpose Of Current Visit
(Among Repeat Visitors)

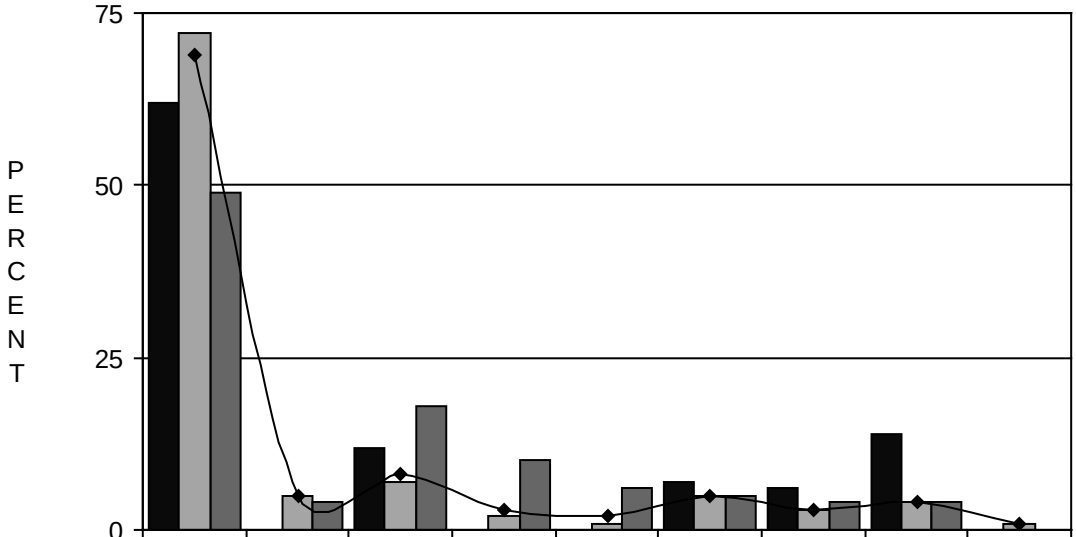


	Vacation/ pleasure	Gambling	Conven-tion/corp. mtg.	Friends/ relatives	Other business	Passing through	Special event	Wedding	Other
Downtown	55	19	3	8	2	5	6	2	1
Strip Corridor	45	16	12	9	4	4	6	2	1
Other	26	7	4	21	15	10	12	4	2
TOTAL	42	14	10	11	6	5	7	3	1

(Base Sizes: Downtown=169, Strip Corridor=2140, Other=597, TOTAL=2906)

Looking at the primary purpose of their current visit to Las Vegas among repeat visitors (Figure 7), Downtown lodgers (55%) were more likely than Strip Corridor lodgers (45%), who in turn were more likely than those who lodged elsewhere (26%) to mention vacation or pleasure. Downtown lodgers (19%) and Strip Corridor lodgers (16%) were significantly more likely than other lodgers (7%) to say they were visiting primarily to gamble. Other lodgers were significantly more likely than Downtown or Strip Corridor lodgers to say they came to Las Vegas primarily to visit friends or relatives (21% vs. 8% for Downtown lodgers and 9% for Strip corridor lodgers), for business purposes other than a convention or corporate meeting (15% vs. 2% for Downtown and 4% for Strip Corridor lodgers), to attend a special event (12% vs. 6% each), or to say they were just passing through (10% compared to 5% of Downtown and 4% of Strip Corridor lodgers). Strip Corridor lodgers (12%) were significantly more likely to say they were visiting Las Vegas for a convention or corporate meeting than Downtown (3%) or other lodgers (4%) visiting.

FIGURE 8
Primary Purpose Of Current Visit
(Among First-Time Visitors)



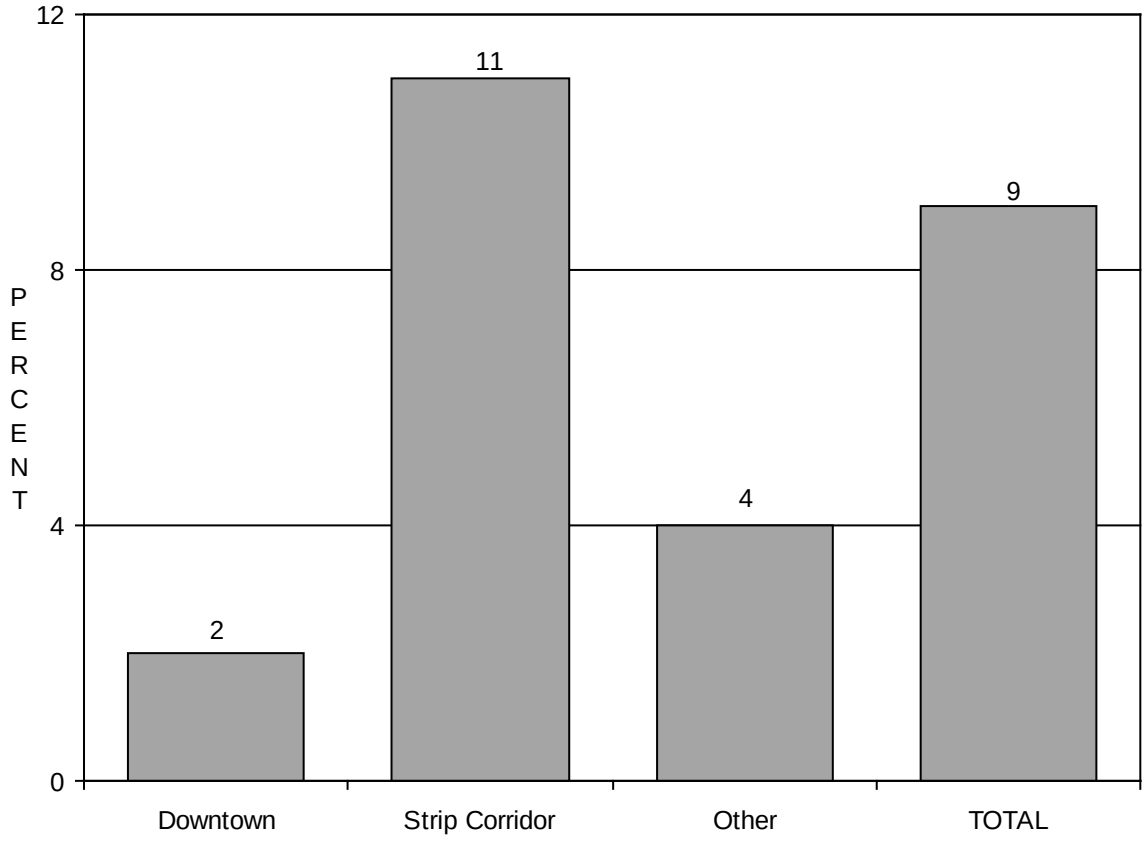
	Vacation/ pleasure	Conven-tion/corp. mtg.	Friends/ relatives	Passing through	Other business	Wedding	Special event	Gambling	Other
Downtown	62	0	12	0	0	7	6	14	0
Strip Corridor	72	5	7	2	1	5	3	4	1
Other	49	4	18	10	6	5	4	4	0
TOTAL	69	5	8	3	2	5	3	4	1

(Base Sizes: Downtown=17*, Strip Corridor=601, Other=75, TOTAL=693)

We also looked at the purpose of the current visit among those who were making their first trip to Las Vegas (Figure 8). Strip Corridor lodgers (72%) were more likely than those lodging elsewhere than the Strip or Downtown (49%) to be visiting primarily for vacation or pleasure. Those lodging elsewhere (10%) were more likely than Downtown (0%) or Strip Corridor lodgers (2%) to say they were just passing through Las Vegas, and were more likely than Strip Corridor lodgers to say they were visiting friends or relatives (18% vs. 7%).

* Note the extremely small base sizes for Downtown and Other lodgers.

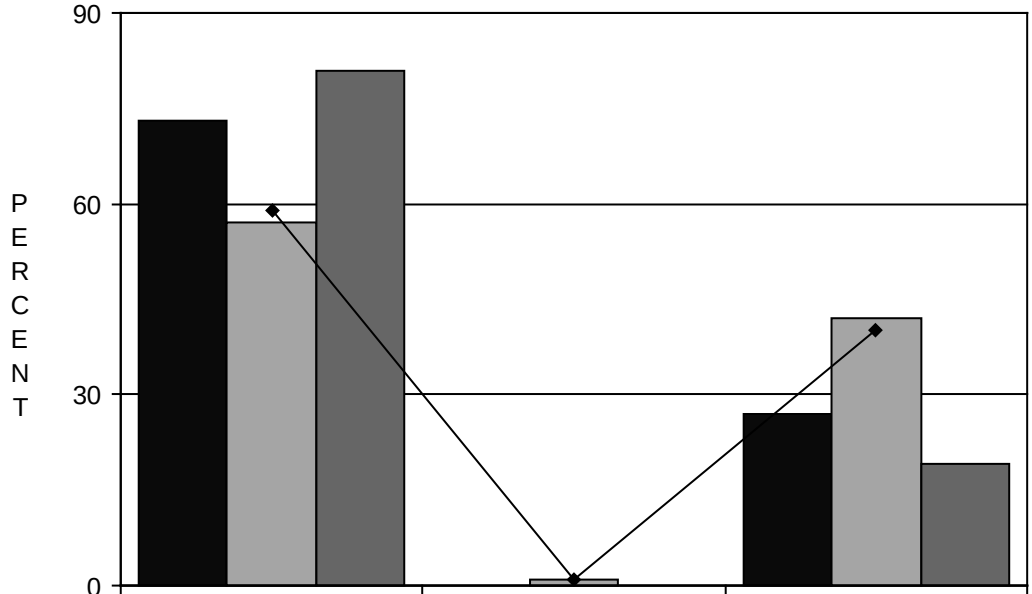
FIGURE 9
Whether Attended A Convention*



*Only "yes" responses are reported in this figure.

Respondents were asked if they participated in or attended a convention, trade show or corporate meeting while they were in Las Vegas (Figure 9). Strip Corridor lodgers (11%) were significantly more likely to have done so than Downtown lodgers (2%) or those lodging somewhere other than the Strip or Downtown (4%).

FIGURE 10
Interest In Attending Conventions, Trade Shows, Or Corporate Meetings In Las Vegas
(Among Visitors Who Attended A Convention, Trade Show, Or Corporate Meeting)



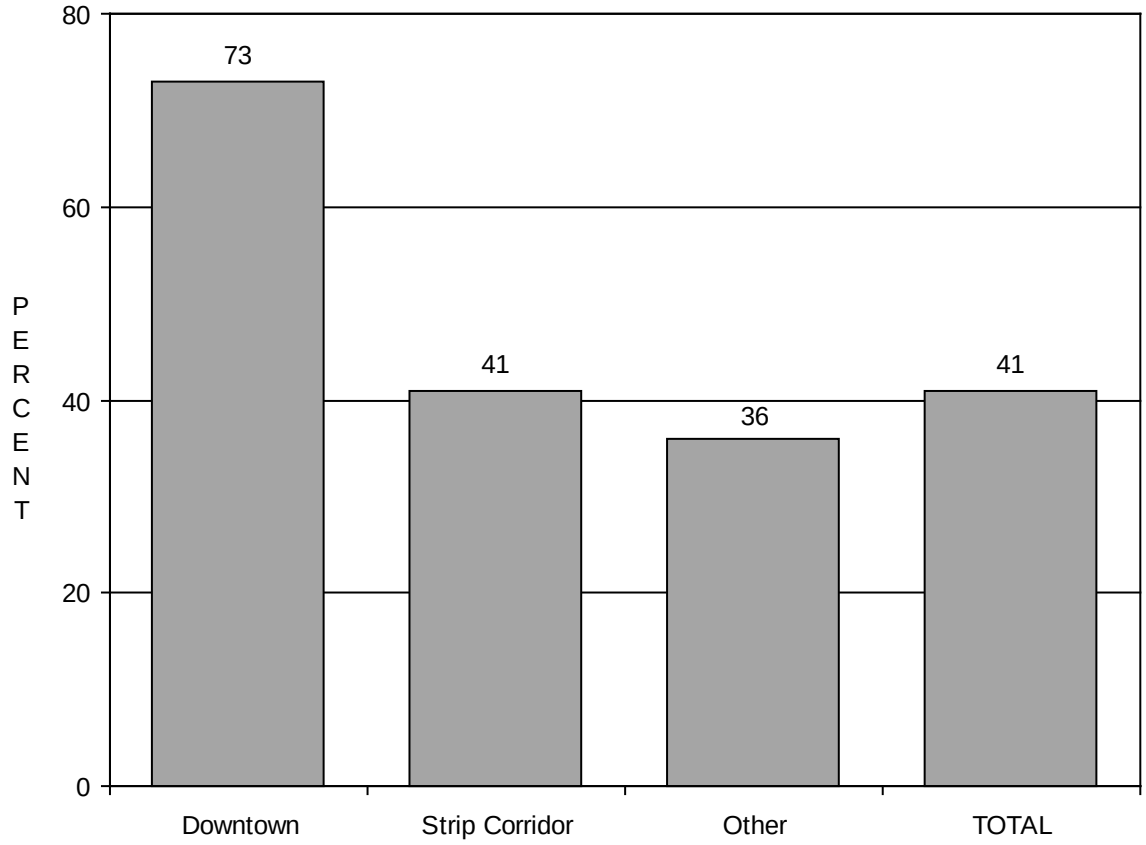
	More Interested	Less Interested	No Difference
Downtown	73	0	27
Strip Corridor	57	1	42
Other	81	0	19
TOTAL	59	1	40

(Base Sizes: Downtown=4*, Strip Corridor=299, Other=26*, TOTAL=329)

Convention visitors were asked if holding a convention in Las Vegas made them more or less interested in attending the convention — or if it made no difference (Figure 10). In 2014, 59% said having the convention in Las Vegas made them more interested in attending, while 40% said it made no difference. Only 1% said holding a convention in Las Vegas made them less interested in attending. Those lodging elsewhere than the Strip or Downtown (81%) were significantly more likely than Strip Corridor lodgers (57%) to say holding a convention in Las Vegas made them more interested in attending, while Strip Corridor lodgers were more likely than those lodging elsewhere than the Strip or Downtown to say it made no difference (42% vs. 19%)

* Note the extremely small base sizes for Downtown and Other lodgers.

FIGURE 11
Whether Brought Someone Else Who Did Not Attend
Conventions, Trade Shows, Or Corporate Meetings In Las Vegas
(Among Visitors Who Attended A
Convention, Trade Show, Or Corporate Meeting)*



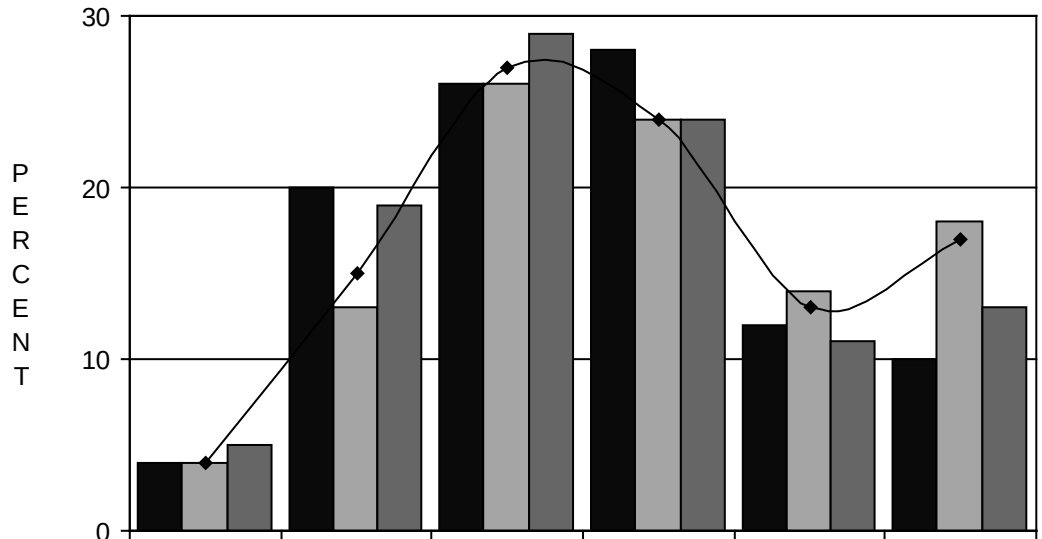
*Only "yes" responses are reported in this figure.
(Base Sizes: Downtown=4*, Strip Corridor=299, Other=26*, TOTAL=329)

Convention visitors were asked if they had brought a spouse, family member, or friend who was not attending or working at the convention, trade show, or corporate meeting with them. Forty-one percent (41%) of these respondents said they had (Figure 11). There were no statistically significant differences among the subgroups on this question.

* Note the extremely small base sizes for Downtown and Other lodgers.

TRAVEL PLANNING

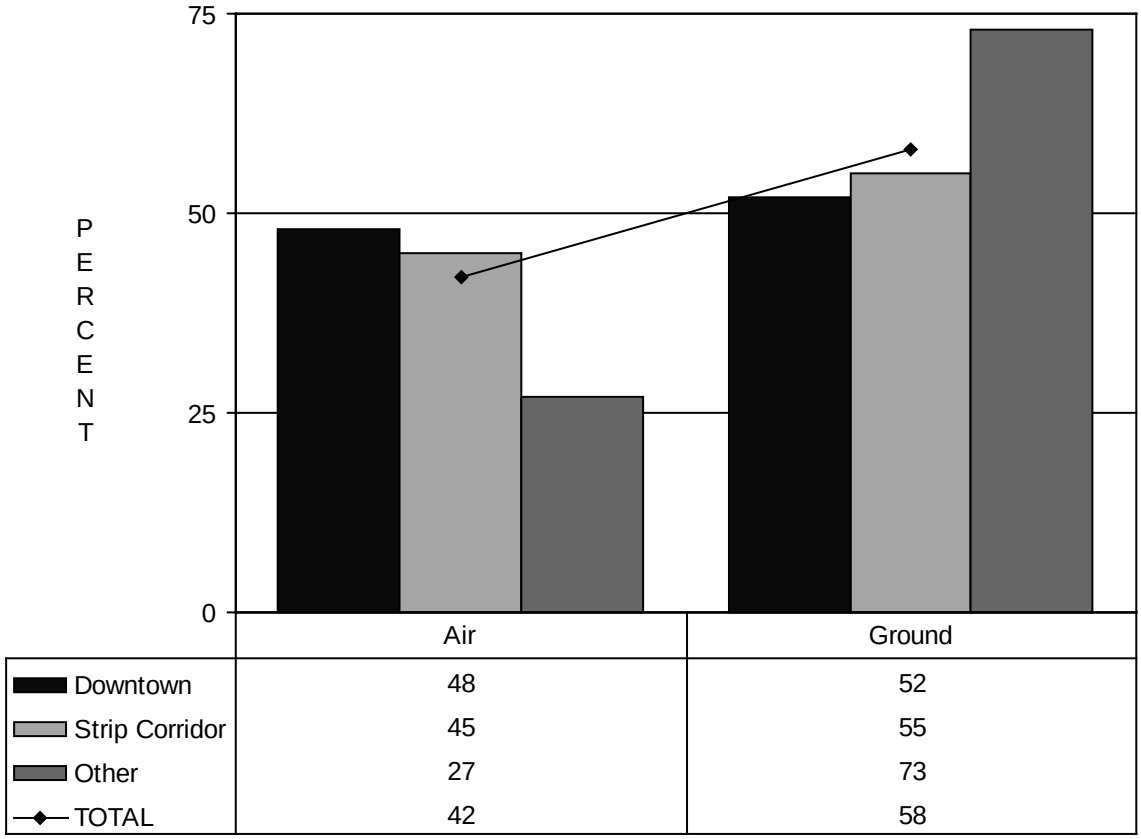
FIGURE 12
Advance Travel Planning



	Less than 1 week	7-14 days	15-30 days	31-60 days	61-90 days	>90 days
Downtown	4	20	26	28	12	10
Strip Corridor	4	13	26	24	14	18
Other	5	19	29	24	11	13
TOTAL	4	15	27	24	13	17

Fifty-four percent (54%) of visitors in 2014 planned their trip to Las Vegas more than one month in advance (Figure 12). Downtown lodgers (20%) and those lodging somewhere other than Downtown or the Strip Corridor (19%) were significantly more likely than Strip Corridor lodgers (13%) to have planned their trip more from 7 to 14 days in advance. Strip Corridor lodgers (18%) were significantly more likely than Downtown (10%) or other lodgers (13%) to have planned their trips more than 90 days in advance.

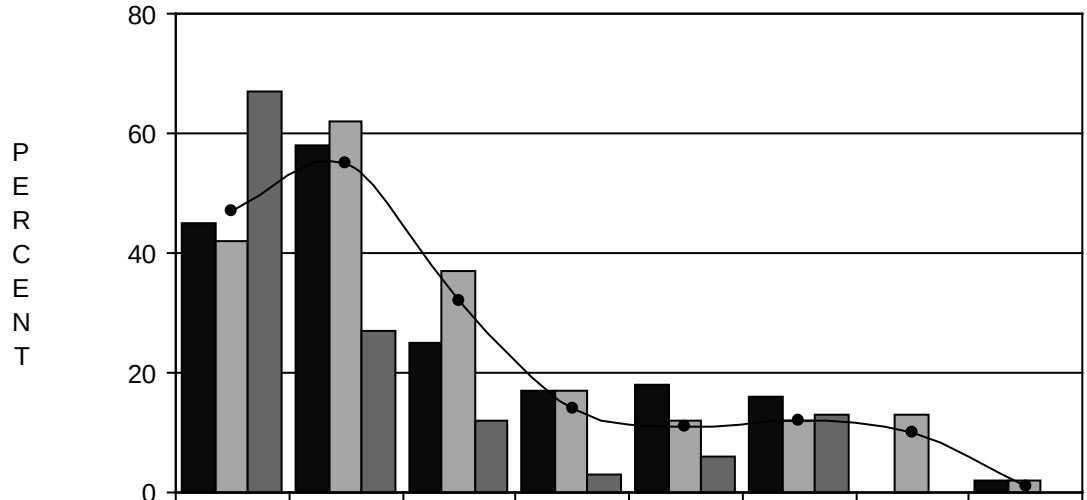
FIGURE 13
Transportation To Las Vegas



	Air	Ground
Downtown	48	52
Strip Corridor	45	55
Other	27	73
TOTAL	42	58

As Figure 13 shows, Downtown (48%) and Strip Corridor (45%) lodgers were significantly more likely than other lodgers (27%) to have traveled to Las Vegas by air. Conversely, those lodging elsewhere (73%) were more likely than Downtown (52%) and Strip Corridor (55%) lodgers to have used ground transportation to travel to Las Vegas.

FIGURE 14
Local Transportation*

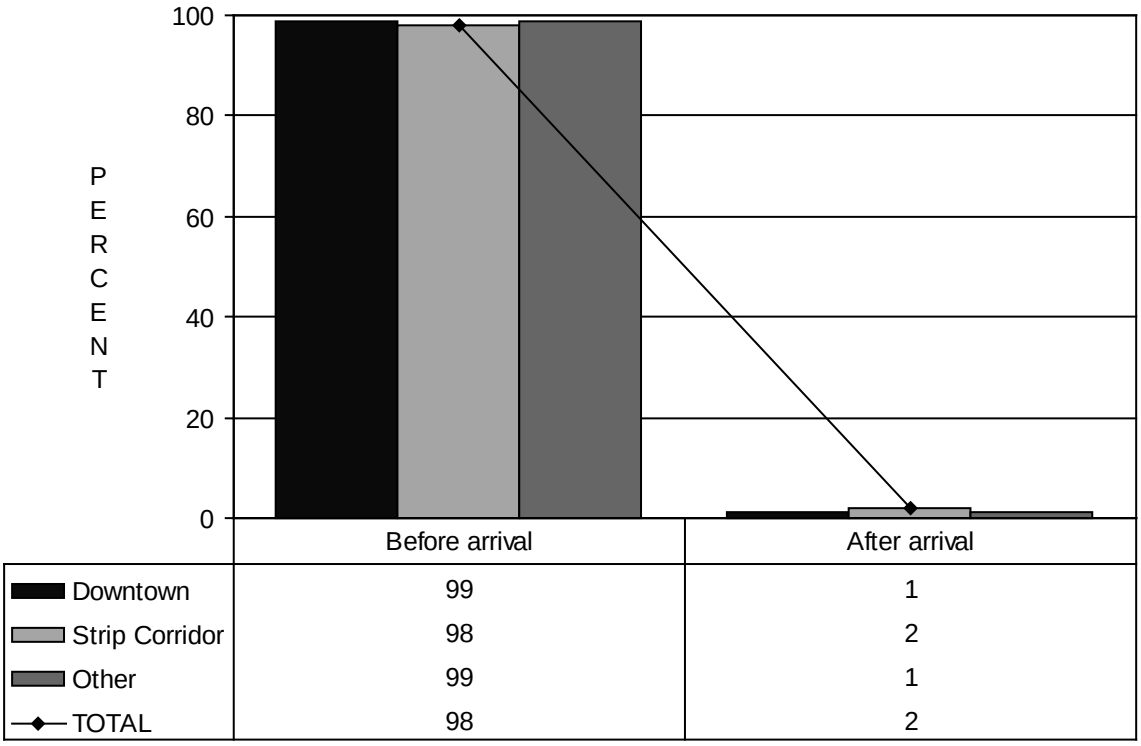


	Your own vehicle	Walked	Taxi	Bus	Shuttle	Rental car	Monorail	Limou-sine
Downtown	45	58	25	17	18	16	0	2
Strip Corridor	42	62	37	17	12	12	13	2
Other	67	27	12	3	6	13	0	0
TOTAL	47	55	32	14	11	12	10	1

*Multiple responses permitted

Visitors were asked about the types of local transportation they had used while on their current visit to Las Vegas (Figure 14). Visitors who lodged somewhere other than Downtown or the Strip (67%) were more likely than those lodging Downtown (45%) or in the Strip Corridor (42%) to say they used their own vehicle to get around Las Vegas. Strip Corridor (62%) and Downtown (58%) lodgers were more likely than those who lodged elsewhere (27%) to say that they walked around Las Vegas. Strip Corridor lodgers (37%) were also more likely than Downtown lodgers (25%), who were in turn more likely than other lodgers (12%), to have used a taxi. Downtown and Strip Corridor lodgers (17% each) were more likely than those lodging elsewhere (3%) to have taken a bus. Strip Corridor lodgers were significantly more likely to have used the Monorail (13%) than Downtown lodgers or those lodging elsewhere (less than 1% each). Both Downtown (18%) and Strip Corridor lodgers (12%) were significantly more likely than other lodgers (6%) to have used a hotel motel shuttle.

FIGURE 15
When Decided Where To Stay
(Among Those Who Stayed Overnight)

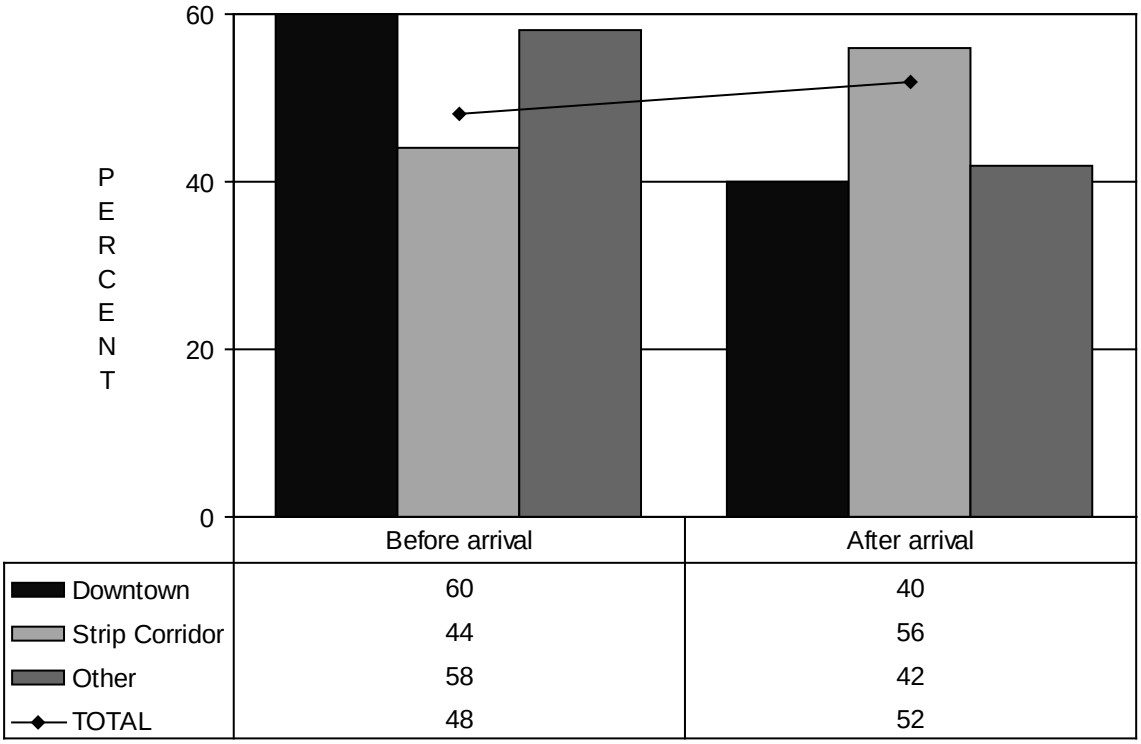


	Before arrival	After arrival
Downtown	99	1
Strip Corridor	98	2
Other	99	1
TOTAL	98	2

(Base Sizes: Downtown=187, Strip Corridor=2741, Other=658, TOTAL=3586)

Most visitors (98%) decided where to stay before leaving home (Figure 15). There were no significant differences among the three subgroups on this measure.

FIGURE 16
When Decided Where To Gamble
(Among Those Who Gambled)

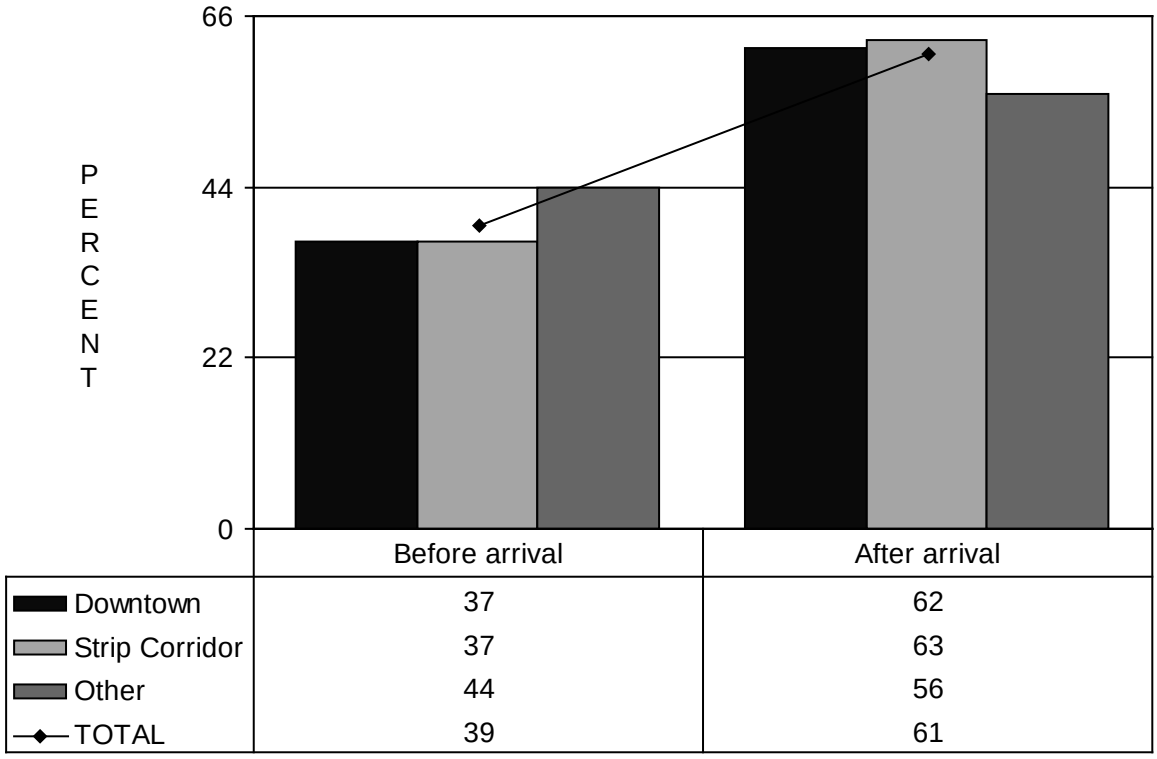


	Before arrival	After arrival
Downtown	60	40
Strip Corridor	44	56
Other	58	42
TOTAL	48	52

(Base Sizes: Downtown=156, Strip Corridor=1984, Other=411, TOTAL=2551)

Just over one-half (52%) of visitors decided where to gamble after arriving in Las Vegas, while 48% said they decided before their arrival (Figure 16). Downtown lodgers (60%) and those lodging elsewhere than the Strip or Downtown (58%) were significantly more likely than Strip Corridor lodgers (44%) to say they decided where to gamble before arriving in Las Vegas.

FIGURE 17
When Decided Which Shows To See
(Among Those Who Saw Shows)

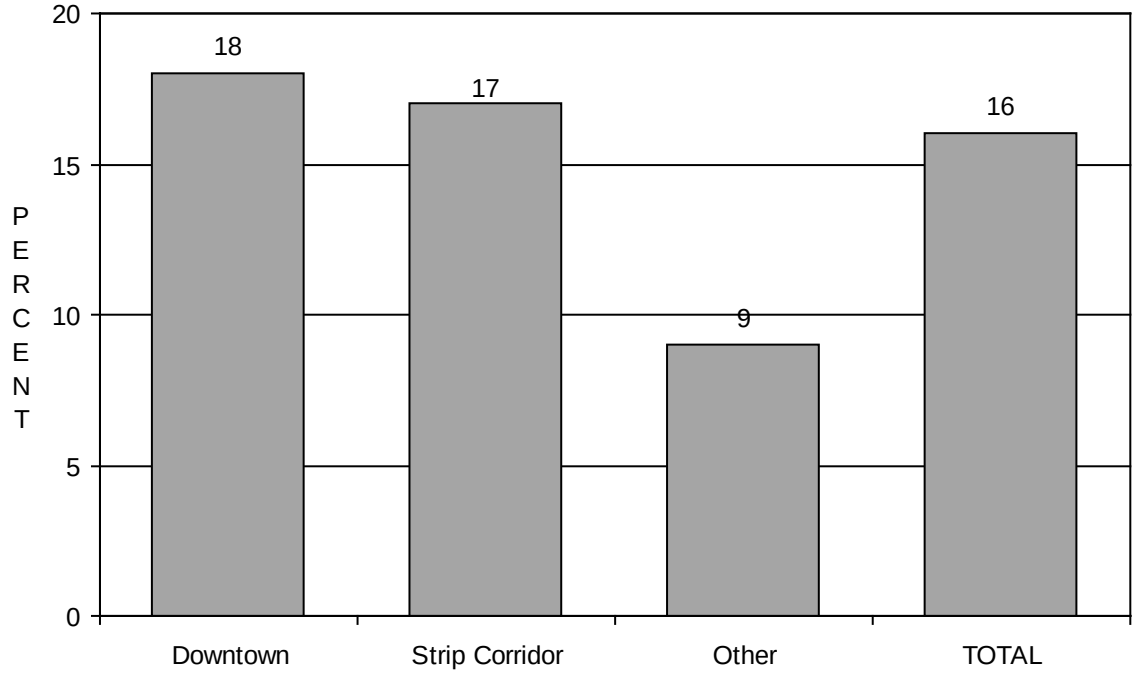


	Before arrival	After arrival
Downtown	37	62
Strip Corridor	37	63
Other	44	56
TOTAL	39	61

(Base Sizes: Downtown=118, Strip=1890, Other=340, TOTAL=2349)

Six in ten visitors (61%) said they decided which shows to see after their arrival (Figure 17). Strip Corridor lodgers (63%) were significantly more likely than other non-Downtown lodgers (56%) to say they decided which shows to see after their arrival in Las Vegas.

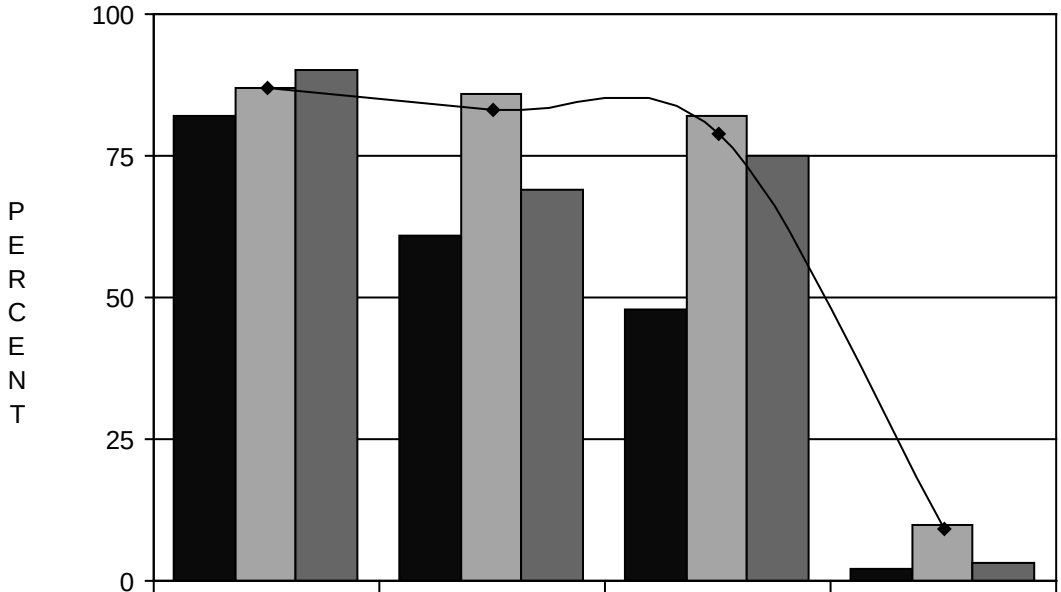
FIGURE 18
Travel Agent Assistance*



*Only "yes" responses are reported in this figure.

Overall, 16% of visitors reported using a travel agent to help them plan their most recent trip to Las Vegas (Figure 18). Downtown (18%) and Strip Corridor lodgers (17%) were significantly more likely to have used a travel agent than other lodgers (9%).

FIGURE 19
Travel Agent Influence And Use*
(Among Those Who Used A Travel Agent)



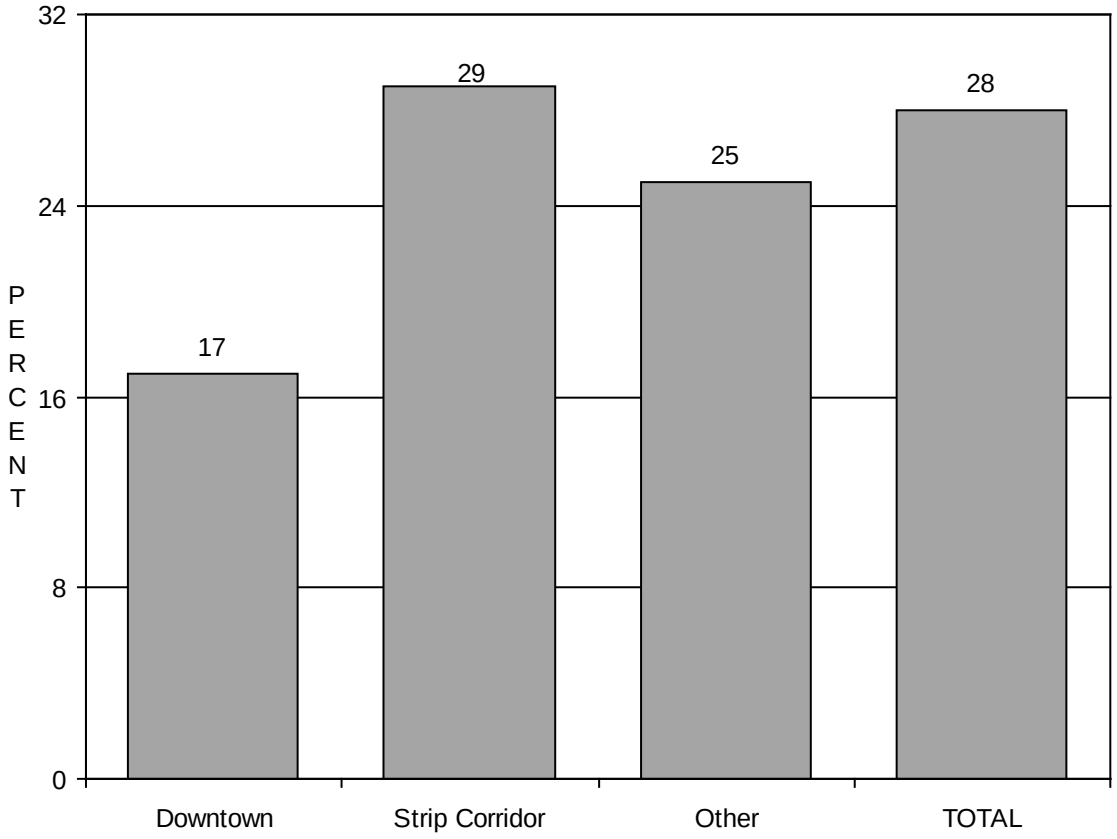
	Booked transportation	Booked accommodations	Influenced accommodations	Influenced destination
Downtown	82	61	48	2
Strip Corridor	87	86	82	10
Other	90	69	75	3
TOTAL	87	83	79	9

*Multiple responses permitted
(Base Sizes: Downtown=33[†], Strip Corridor=472, Other=61, TOTAL=566)

Among those who used a travel agent, nearly nine in ten (87%) said the travel agent helped book their transportation to Las Vegas, and more than eight in ten (83%) said the travel agent helped book their accommodations in Las Vegas (Figure 19). Nearly eight in ten (79%) also said the travel agent influenced their choice of accommodations in Las Vegas. Strip Corridor lodgers (86%) were more likely than Downtown[†] (61%) and other (69%) lodgers to say the travel agent booked their accommodations. Strip Corridor (82%) and other non-Downtown lodgers (75%) were more likely than Downtown lodgers (48%) to say the travel agent influenced their choice of accommodations.

[†] Note the very small base size for Downtown lodgers.

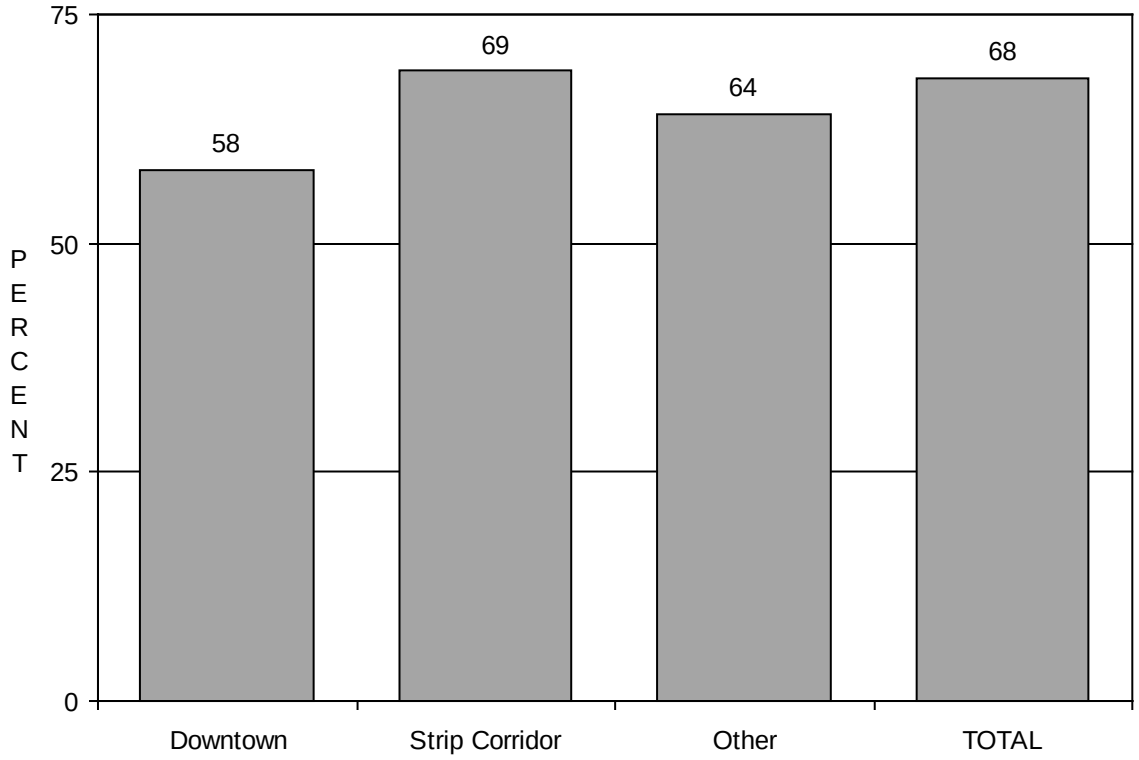
FIGURE 20
Whether Used Social Media Web Sites To Plan Trip



*Only "yes" responses are reported in this figure.

Visitors were asked if they used any social media web sites, such as Facebook, Twitter, or others, to help in planning their trip to Las Vegas. Twenty-eight percent (28%) of all visitors said they had (Figure 20). Strip Corridor lodgers (29%) were significantly more likely than other non-Downtown lodgers (25%) to have used social media web sites to plan their trip, while Downtown lodgers (17%) were the least likely.

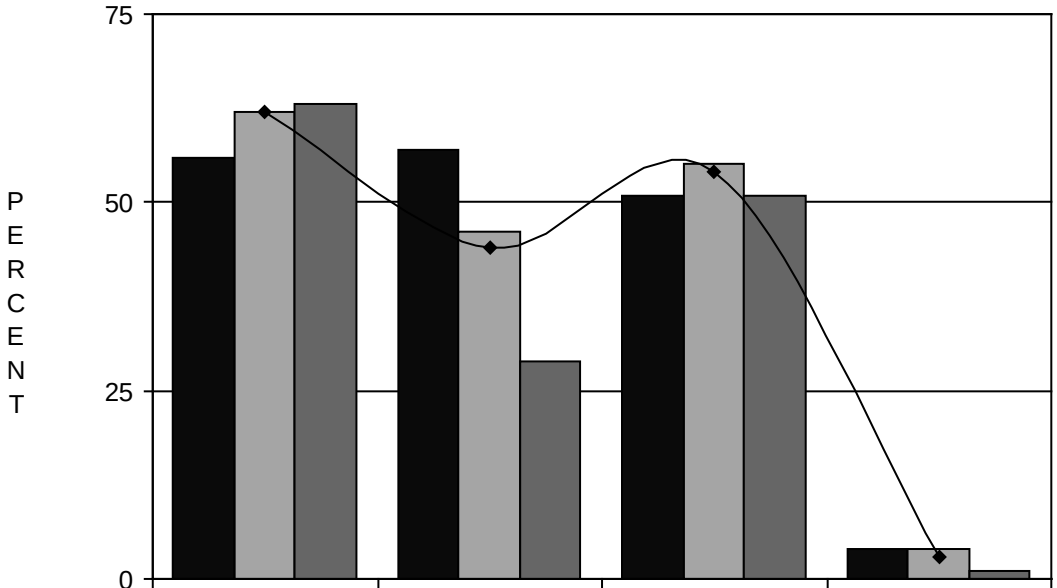
FIGURE 21
Whether Used The Internet To Plan Trip*



*Only "yes" responses are reported in this figure.

More than two-thirds (68%) of visitors said they used the Internet to plan their current trip to Las Vegas (Figure 21). Strip Corridor lodgers (69%) were significantly more likely than Downtown (58%) and other lodgers (64%) to have used the Internet to plan their trip.

FIGURE 22
Internet Influence And Use*
(Among Those Who Used The Internet To Plan Trip)

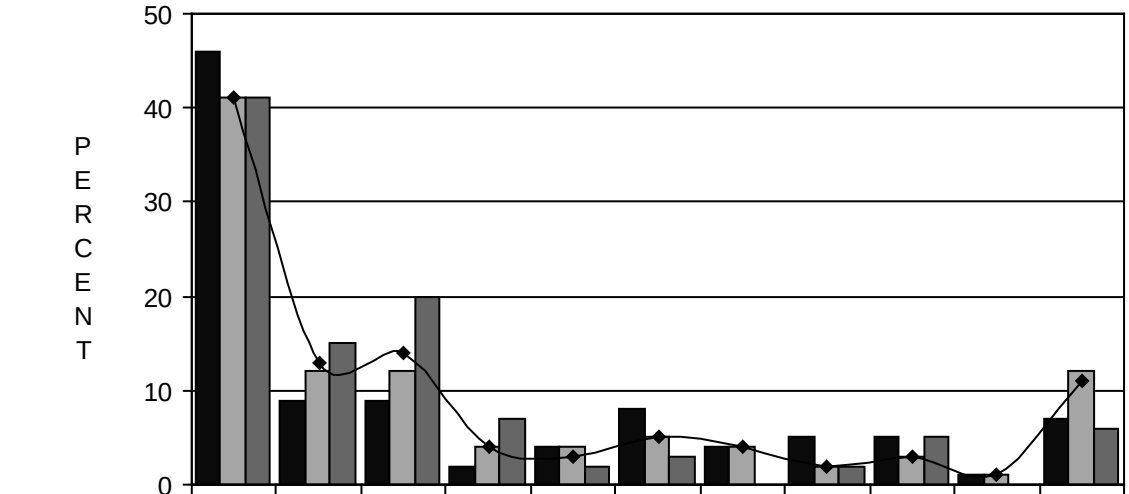


	Booked accommodations	Booked transportation	Influenced accommodations	Influenced destination
Downtown	56	57	51	4
Strip Corridor	62	46	55	4
Other	63	29	51	1
TOTAL	62	44	54	3

*Only "yes" responses are reported in this figure.
(Base Sizes: Downtown=108, Strip Corridor=1900, Other=430, TOTAL=2438)

Among those who used the Internet, Downtown lodgers (57%) were significantly more likely than Strip Corridor lodgers (46%) to say they booked their transportation online, while those lodging elsewhere (29%) were the least likely to have done so (Figure 22).

FIGURE 23
Website Used To Book Accommodations
(Among Those Who Used The Internet
To Book Their Accommodations In Las Vegas)

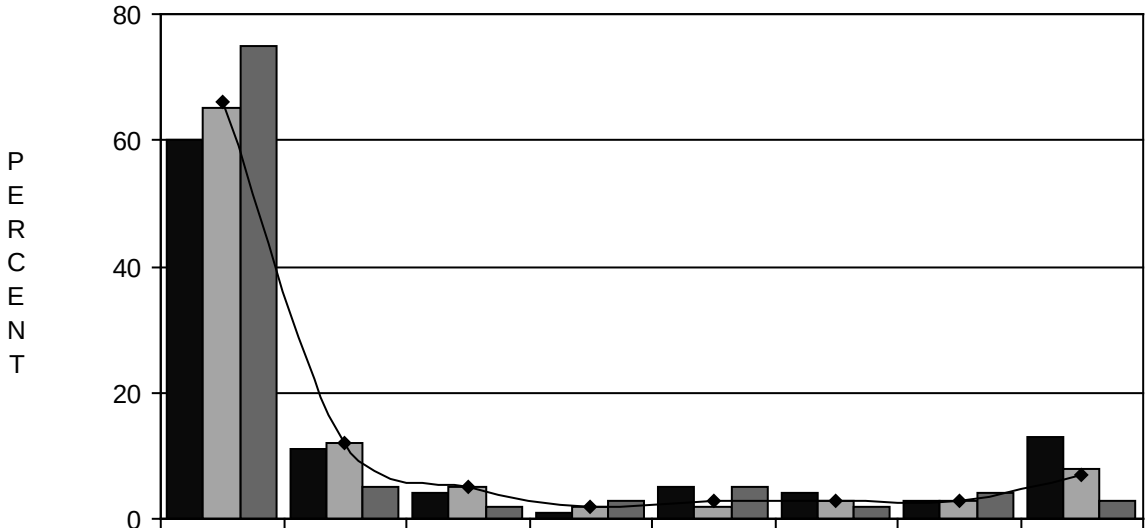


	Hotel website	Expedia	Hotels.com	Las Vegas.com	Priceline	Tra-velocity	Airline website	Vegas.com	Hotwire	Orbitz	Other
Downtown	46	9	9	2	4	8	4	5	5	1	7
Strip Corridor	41	12	12	4	4	5	4	2	3	1	12
Other	41	15	20	7	2	3	0	2	5	0	6
TOTAL	41	13	14	4	3	5	4	2	3	1	11

(Base Sizes: Downtown=61, Strip Corridor=1173, Other=269, TOTAL=1503)

Respondents who had used the Internet to book their accommodations in Las Vegas were asked to name the website they used (Figure 23). About four in ten (41%) said they used a hotel website to do so. Downtown (9%) and Strip Corridor lodgers (12%) were significantly less likely than those lodging elsewhere (20%) to have used Hotels.com. Strip Corridor lodgers and Downtown lodgers (4% each) were more likely than those lodging elsewhere (less than 1%) to say they used an airline website or Priceline.com (4% each vs. 2%).

FIGURE 24
Website Used To Book Transportation
(Among Those Who Used The Internet
To Book Their Transportation To Las Vegas)

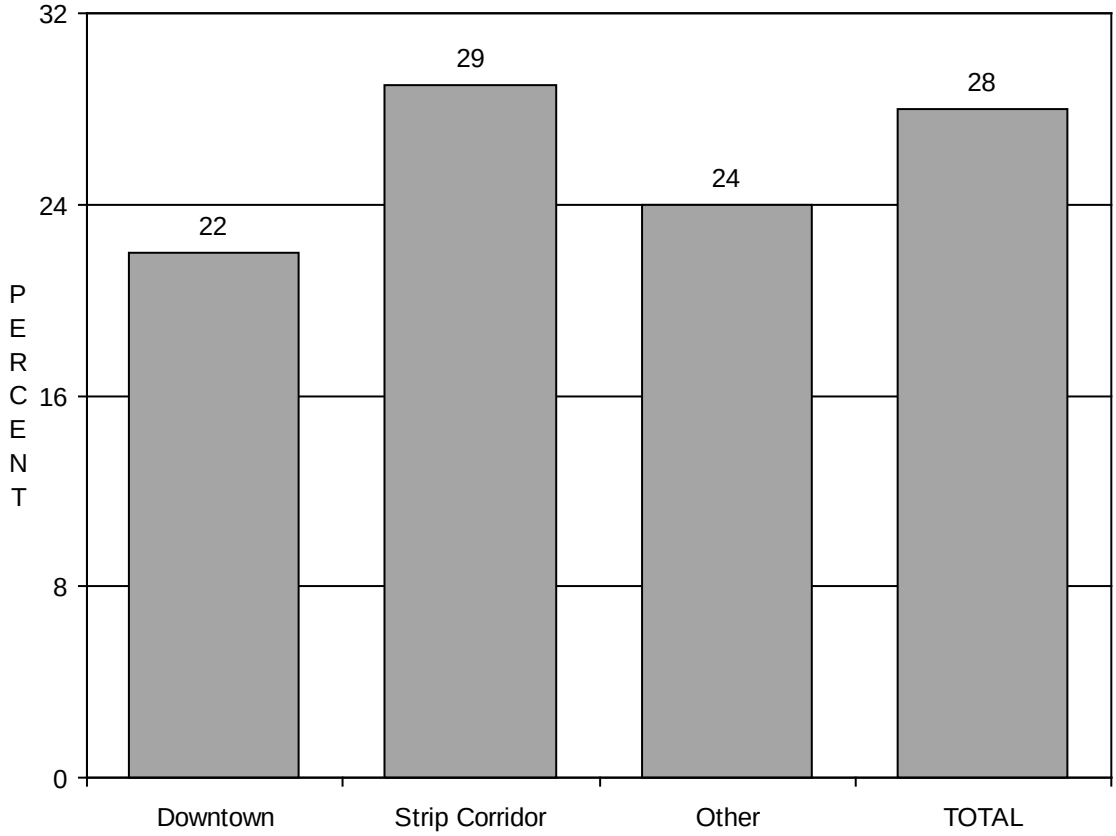


	Airline website	Expedia	Travel-ocity	Orbitz	Priceline.com	Kayak	Hotwire	Other
Downtown	60	11	4	1	5	4	3	13
Strip Corridor	65	12	5	2	2	3	3	8
Other	75	5	2	3	5	2	4	3
TOTAL	66	12	5	2	3	3	3	7

(Base Sizes: Downtown=61, Strip Corridor=880, Other=123, TOTAL=1064)

Respondents who had used the Internet to book their transportation to Las Vegas were also asked what website they used (Figure 24). Two-thirds (66%) said they used an airline website, while 12% said they used Expedia. Strip Corridor (65%) and Downtown (60%) lodgers were significantly less likely than those lodging in other locations (75%) to have used an airline website. Strip Corridor lodgers were more likely than other non-Downtown lodgers to have used Expedia (12% vs. 5%) or Travelocity (5% vs. 2%).

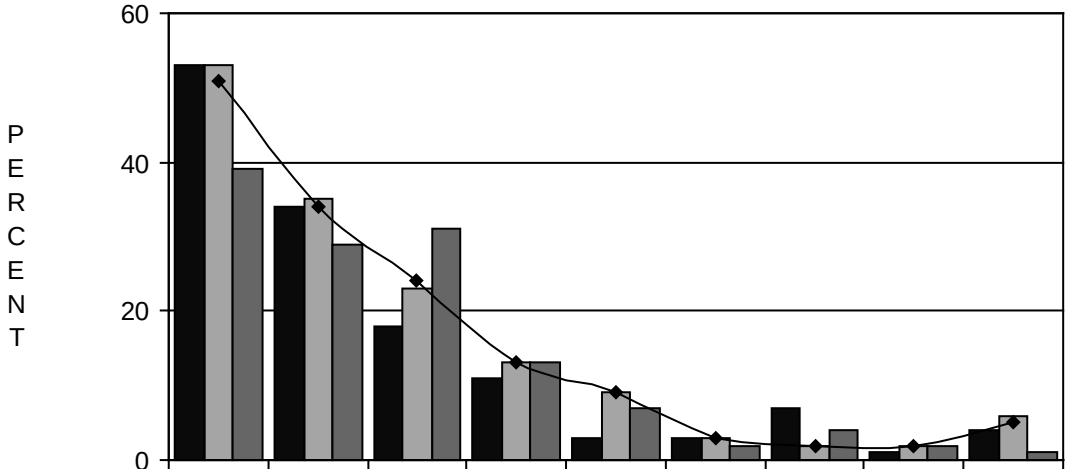
FIGURE 25
Whether Used Social Media Apps Or Websites
To Plan Activities In Las Vegas



*Only "yes" responses are reported in this figure.

Beginning in 2014, visitors were asked if they used any social media websites, such as Facebook, Twitter, or others during their visit to plan their activities in Las Vegas, and 28% of all visitors said they had (Figure 25). Strip Corridor lodgers (29%) were significantly more likely than Downtown (22%) and other lodgers (24%) to have used social media web sites to plan their activities in Las Vegas.

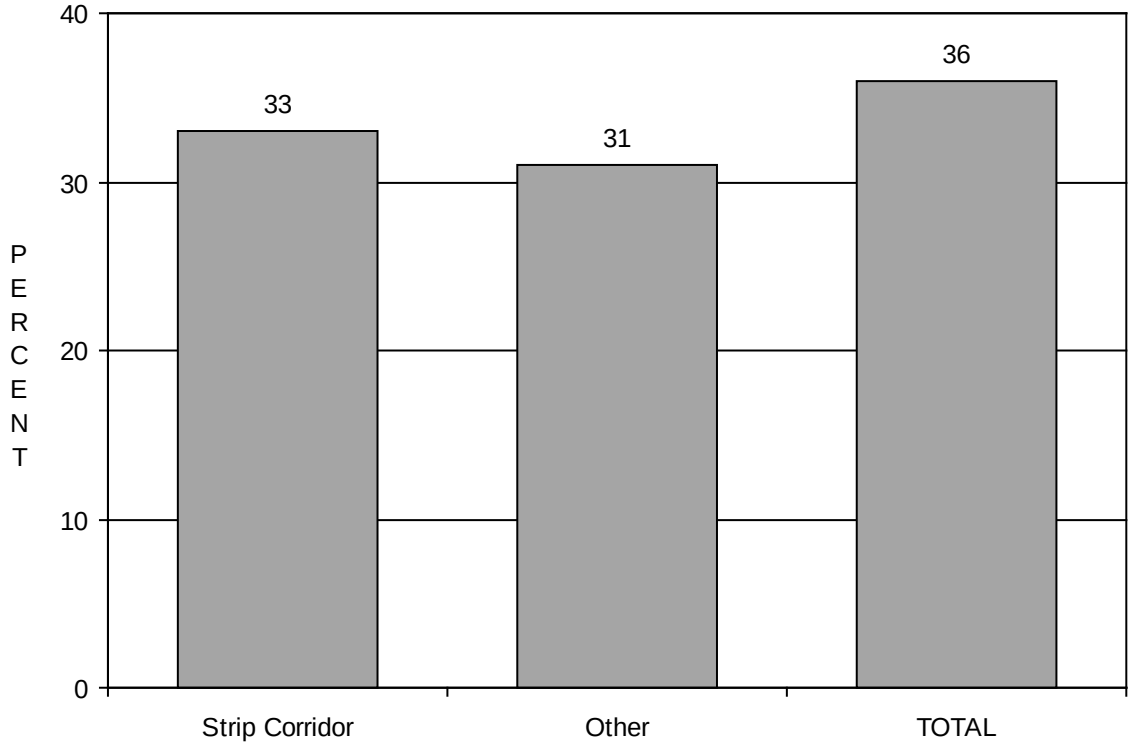
FIGURE 26
Social Media Apps Or Websites Used To Plan Activities In Las Vegas



	Face-book	Twitter	Google-Plus	Trip-Advisor	Yelp	Pin-terest	Four-square	Open-Table	Other
Downtown	53	34	18	11	3	3	7	1	4
Strip Corridor	53	35	23	13	9	3	2	2	6
Other	39	29	31	13	7	2	4	2	1
TOTAL	51	34	24	13	9	3	2	2	5

Among those who used social media websites to plan their activities in Las Vegas, just over one-half (51%) used Facebook (Figure 26). Downtown and Strip Corridor lodgers (53%) were more likely than other lodgers (39%) to have used Facebook to plan their activities during their visit.

FIGURE 27
Whether Visited Downtown Las Vegas On This Trip*

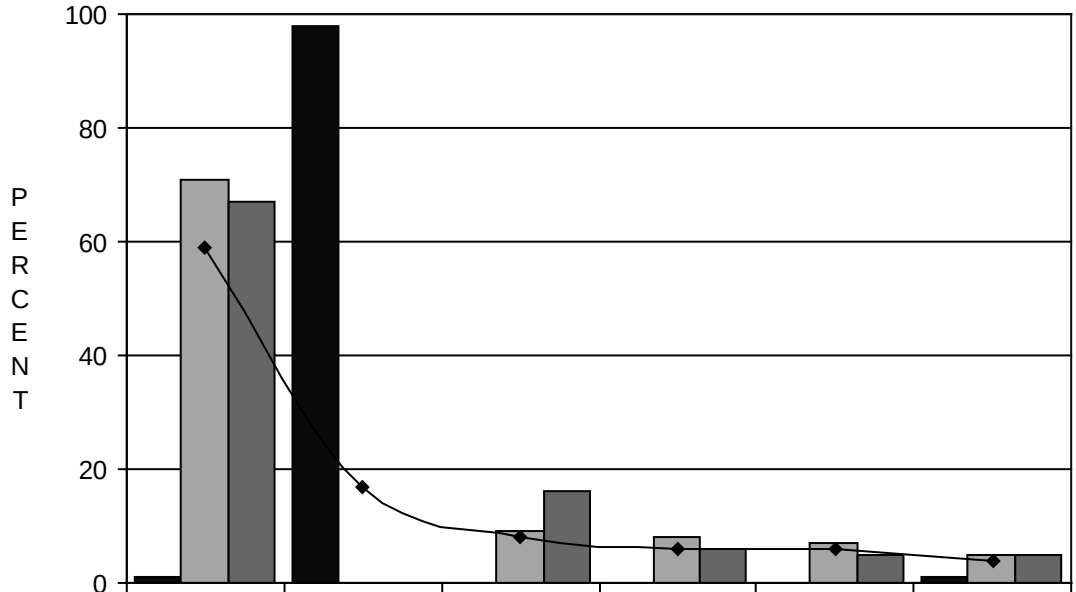


*Only "yes" responses are reported in this figure.

Thirty-six percent (36%) of all visitors said they visited Downtown Las Vegas on their current trip*. There was no significant difference between Strip Corridor lodgers and other lodgers on this measure (Figure 27).

* By definition, all (100%) respondents who said they lodged Downtown also visited the Downtown area on their current trip.

FIGURE 28
Why Visited Downtown Las Vegas*
(Among Those Who Visited Downtown)



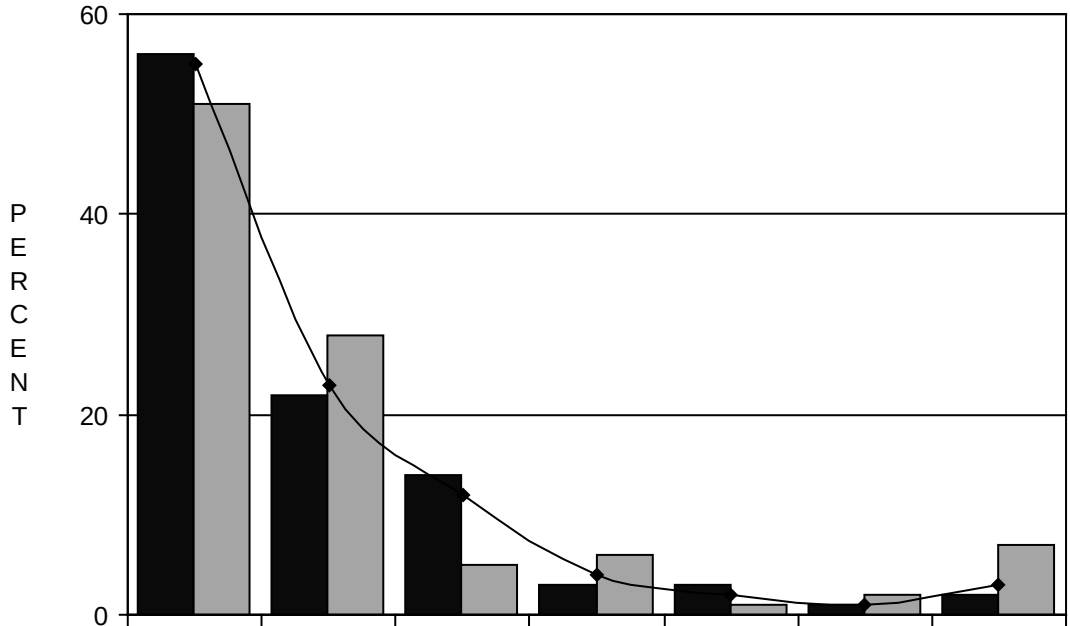
	See Fremont St. Experience	Lodging Downtown	To gamble	Sightseeing	To dine	Other
Downtown	1	98	0	0	0	1
Strip corridor	71	0	9	8	7	5
Other	67	0	16	6	5	5
TOTAL	59	17	8	6	6	4

(Base Sizes: Downtown=185, Strip Corridor=777, Other=121, TOTAL=1084)

Visitors were asked for the primary reason why they had gone to the Downtown area (Figure 28). Virtually all (98%) of those staying Downtown said they were there primarily because that was where they were lodging, while Strip Corridor (71%) and other lodgers (67%) said they had gone Downtown primarily to see the Fremont Street Experience.

* These responses are from 2013. This question is asked every other year and was not asked in 2014.

FIGURE 29
Why Did Not Visit Downtown Las Vegas
(Among Those Who Did Not Visit Downtown)

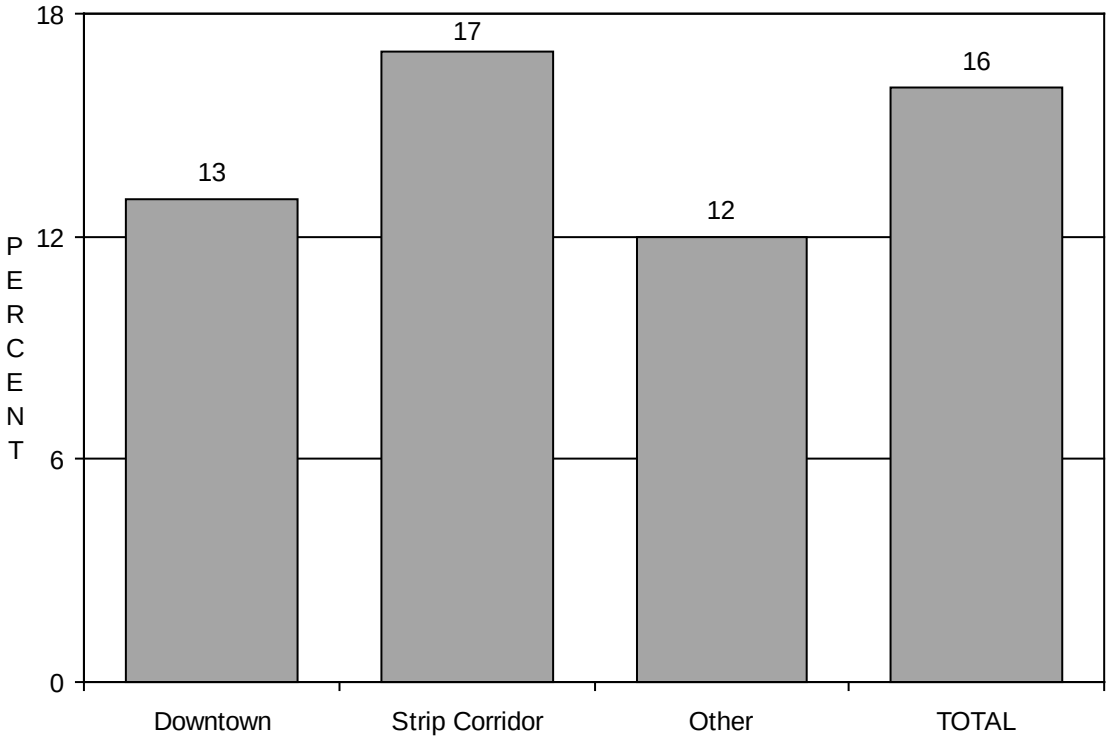


	No interest	Not enough time	Unfamiliar with Downtown	Inconvenient	Prefer Strip	Don't like Downtown/ bad area	Other
Strip Corridor	56	22	14	3	3	1	2
Other	51	28	5	6	1	2	7
TOTAL	55	23	12	4	2	1	3

(Base Sizes: Strip Corridor=1831, Other=463, TOTAL=2295)

Visitors who did not travel Downtown were asked why they did not (Figure 29). More than one-half (55%) said it was because of a lack of interest in the Downtown area. Strip Corridor lodgers were significantly more likely than other lodgers to say they were unfamiliar with the Downtown area (14% vs. 5%), while other lodgers were more likely than Strip Corridor lodgers to that the Downtown area was inconvenient or out of the way (6% vs. 3%).

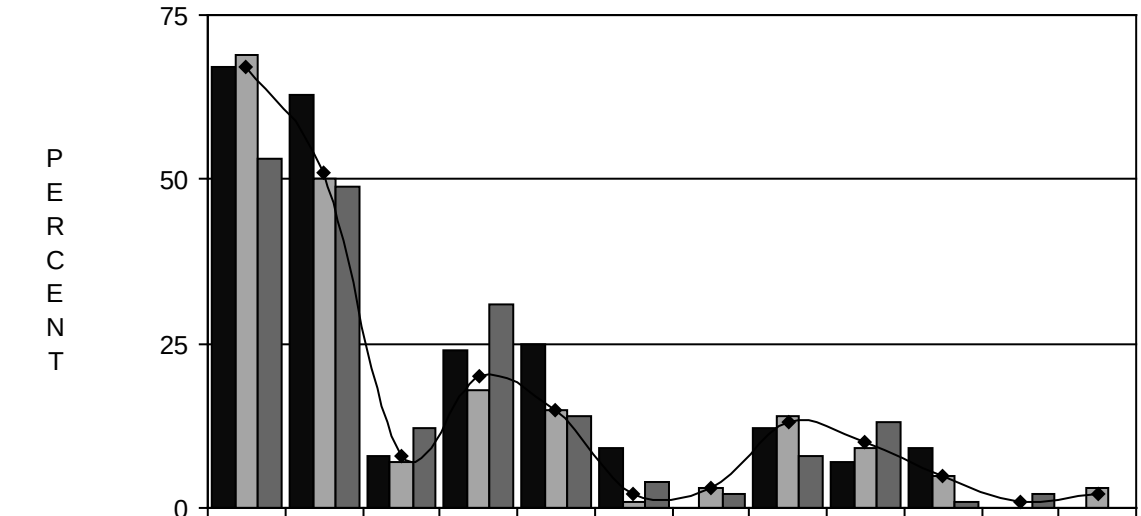
FIGURE 30
Visits To Nearby Places*



*Only "yes" responses are reported in this figure.

Sixteen percent (16%) of visitors visited nearby places while on their current trip to Las Vegas (Figure 30). Strip Corridor lodgers (17%) were significantly more likely than other non-Downtown lodgers (12%) to say they visited other nearby places.

FIGURE 31
Other Nearby Places Visited*
(Among Those Who Planned To Visit Other Places)



	Grand Can-yon	Hoo-ver Dam	Lake Mead	Zion Nat'l Park	Bryce Can-yon	Mount Charl-ston	Laugh-lin	Death Valley	Valley of Fire	Red Rock	Mes-quite	Other
Downtown	67	63	8	24	25	9	0	12	7	9	0	0
Strip Corridor	69	50	7	18	15	1	3	14	9	5	0	3
Other	53	49	12	31	14	4	2	8	13	1	2	0
TOTAL	67	51	8	20	15	2	3	13	10	5	1	2

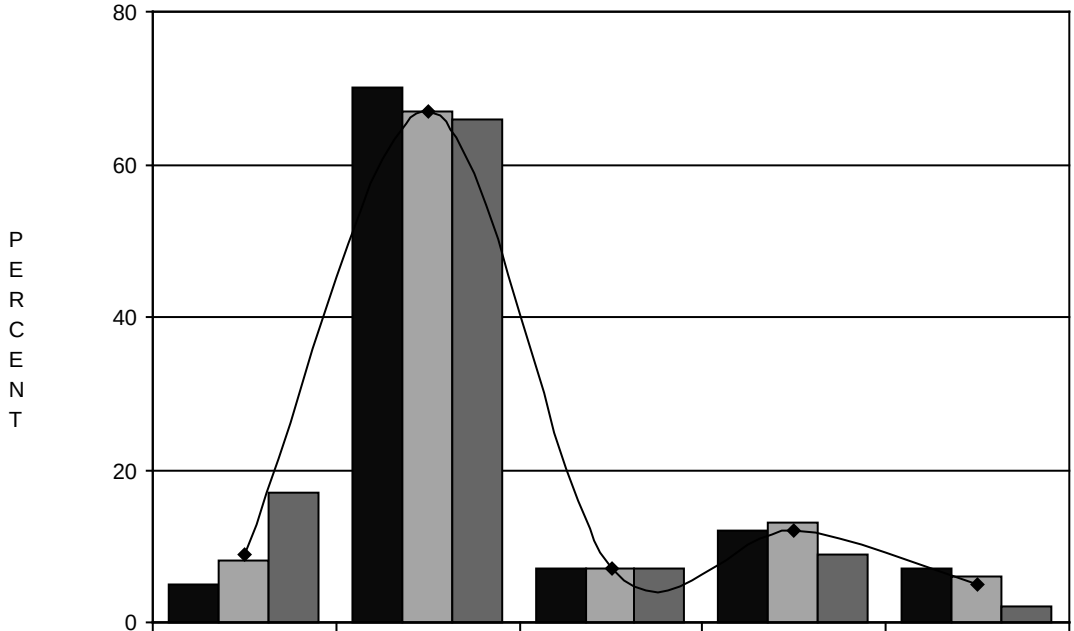
*Multiple responses permitted.
(Base Sizes: Downtown=25[†], Strip Corridor=464, Other=77, TOTAL=566)

Among those who visited other places[†], Strip Corridor lodgers were significantly more likely than other non-Downtown lodgers to say they visited the Grand Canyon (69% vs. 53%) (Figure 31). Other non-Downtown lodgers were more likely than Strip Corridor lodgers to say they visited Zion National Park (31% vs. 18%).

[†] Note the very small base size for Downtown lodgers

TRIP CHARACTERISTICS AND EXPENDITURES

FIGURE 32
Adults In Immediate Party

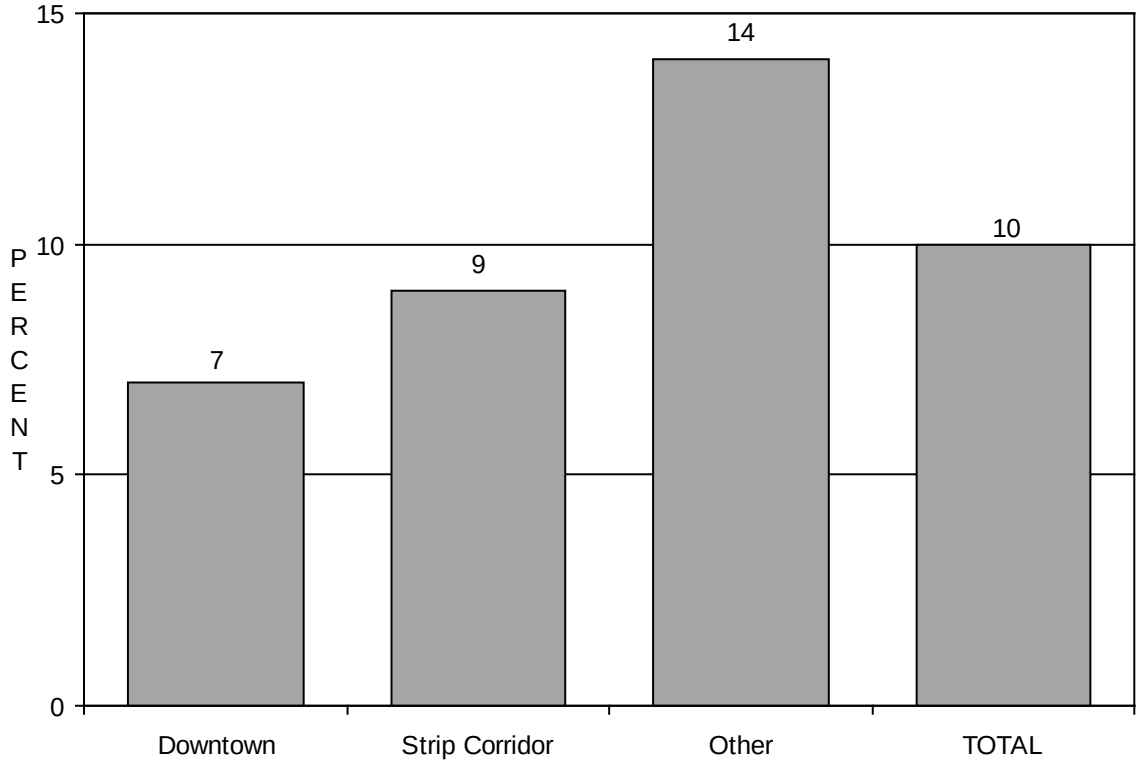


	One	Two	Three	Four	Five or more
Downtown	5	70	7	12	7
Strip Corridor	8	67	7	13	6
Other	17	66	7	9	2
TOTAL	9	67	7	12	5

(Means: Downtown=2.6, Strip Corridor=2.5, Other=2.1, TOTAL=2.4)

The majority of visitors (67%) traveled to Las Vegas in parties of two adults (Figure 32). Strip Corridor (6%) and Downtown (7%) lodgers were more likely to be traveling in parties of five or more than other lodgers (2%). Visitors who did not lodge Downtown or in the Strip Corridor were the most likely to be traveling alone (17%). The *average* party size was significantly higher for Downtown (average of 2.6 adults) and Strip Corridor (2.5) lodgers than for other lodgers (2.1).

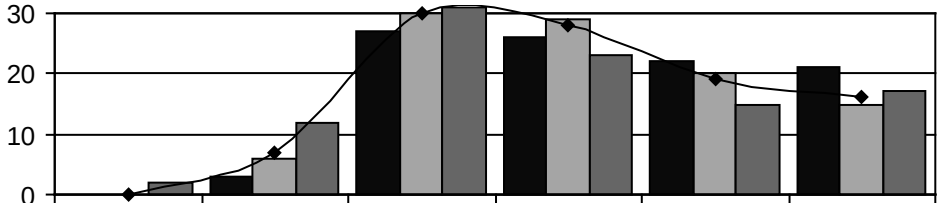
FIGURE 33
Number of Persons In Immediate Party Under Age 21*
(Among All Visitors)



*Only "yes" responses are reported in this figure.

Ten percent (10%) of visitors said they were traveling with people under the age of 21 in their immediate party (Figure 33). Those who lodged elsewhere than Downtown and the Strip Corridor (14%) were more likely than Downtown (7%) or Strip Corridor lodgers (9%) to be traveling with people under the age of 21 in their immediate party.

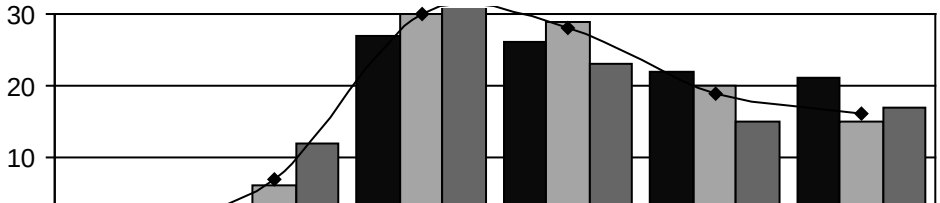
FIGURE 34
Nights Stayed



	None	One	Two	Three	Four	Five or more
Downtown	0	3	27	26	22	21
Strip Corridor	0	6	30	29	20	15
Other	2	12	31	23	15	17
TOTAL	0	7	30	28	19	16

(Means: Downtown=3.5, Strip Corridor=3.2, Other=3.2, TOTAL=3.2)

FIGURE 35
Days Stayed

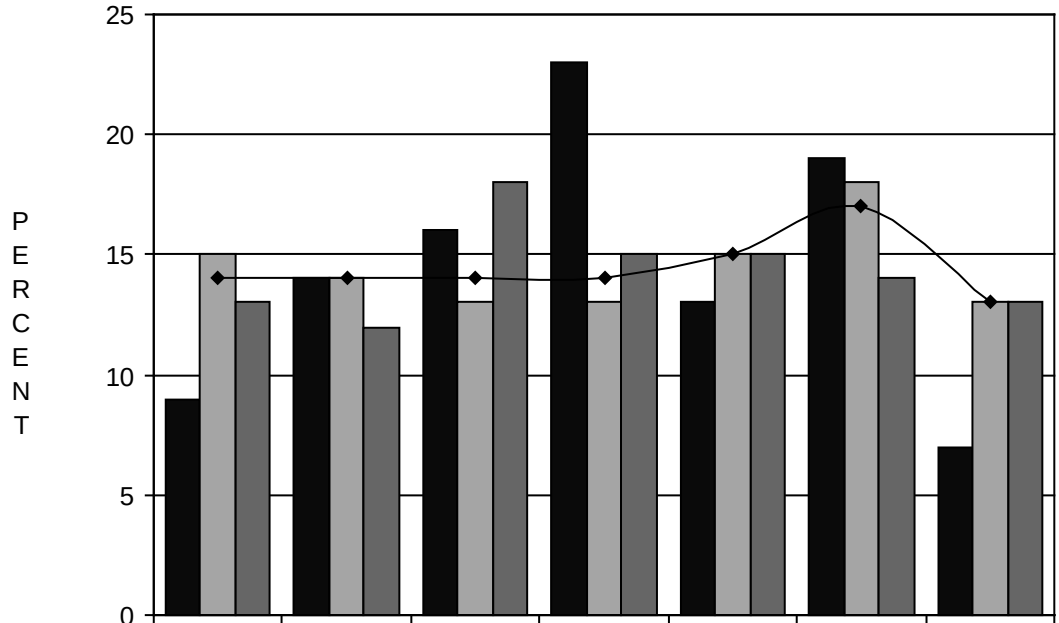


	One	Two	Three	Four	Five	Six or more
Downtown	0	3	27	26	22	21
Strip Corridor	0	6	30	29	20	15
Other	2	12	31	23	15	17
TOTAL	0	7	30	28	19	16

(Means: Downtown=4.5, Strip Corridor=4.2, Other=4.2, TOTAL=4.2)

Visitors stayed an average of 3.2 nights and 4.2 days in Las Vegas (Figures 34 and 35). Downtown lodgers (3.5 nights and 4.5 days) stayed longer than Strip Corridor and other lodgers (3.2 nights and 4.2 days).

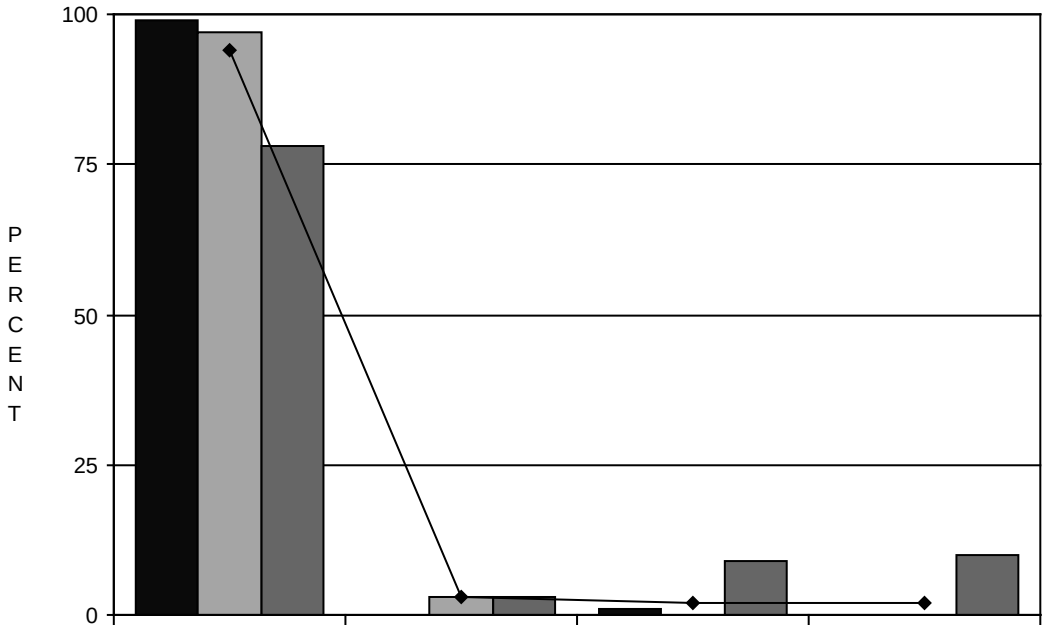
FIGURE 36
Day Of Arrival



	SUN	MON	TUE	WED	THU	FRI	SAT
Downtown	9	14	16	23	13	19	7
Strip Corridor	15	14	13	13	15	18	13
Other	13	12	18	15	15	14	13
TOTAL	14	14	14	14	15	17	13

Visitors were asked on what day of the week they arrived in Las Vegas (Figure 36). Visitors were most likely to arrive on a Friday (17%). Downtown lodgers (23%) were significantly more likely than Strip Corridor (13%) and other lodgers (15%) to arrive on a Wednesday, but less likely to arrive on a Saturday (7% vs. 13% each). Visitors who lodged somewhere other than Downtown or the Strip were more likely than Strip Corridor lodgers to arrive on a Tuesday (18% vs. 13%). Strip Corridor lodgers were more likely than Downtown lodgers to arrive on a Sunday (15% vs. 9%), and more likely than other non-Downtown lodgers to arrive on a Friday (18% vs. 14%).

FIGURE 37
Type Of Lodging
(Among Those Who Stayed Overnight)

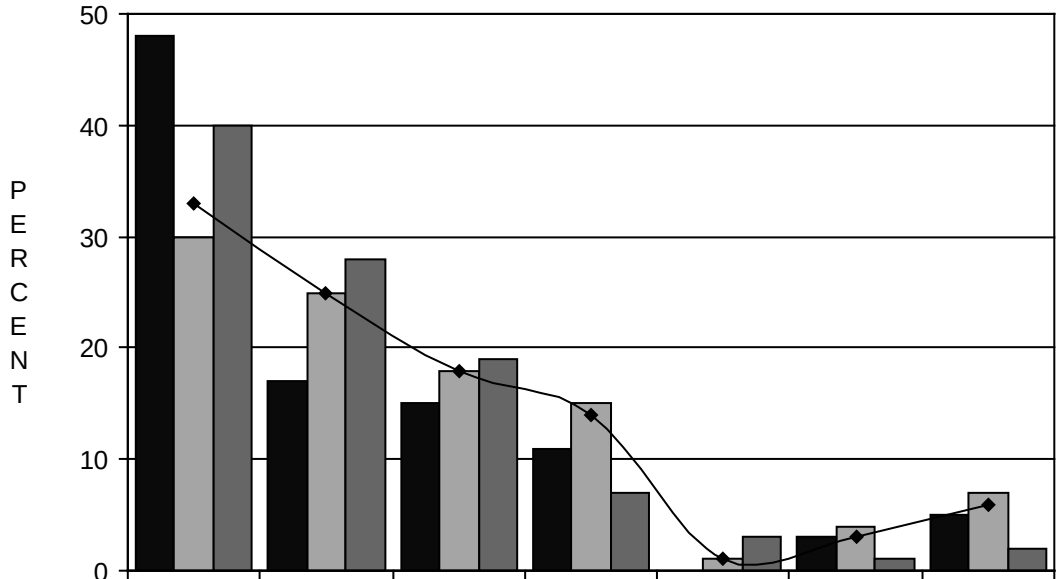


	Hotel	Motel	RV park	Friends/ relatives
Downtown	99	0	1	0
Strip Corridor	97	3	0	0
Other	78	3	9	10
TOTAL	94	3	2	2

(Base Sizes: Downtown=187, Strip Corridor=2741, Other=658, TOTAL=3586)

Downtown (99%) and Strip Corridor (97%) lodgers were significantly more likely to have stayed in a hotel than visitors lodging elsewhere (78%) (Figure 37). Those lodging elsewhere than the Strip or Downtown (9%) were significantly more likely than Downtown (1%) or Strip Corridor lodgers (less than 1%) to have stayed at an RV park.

FIGURE 38
How Booked Accommodations In Las Vegas
(Among Those Who Stayed In A Hotel/Motel/RV Park)

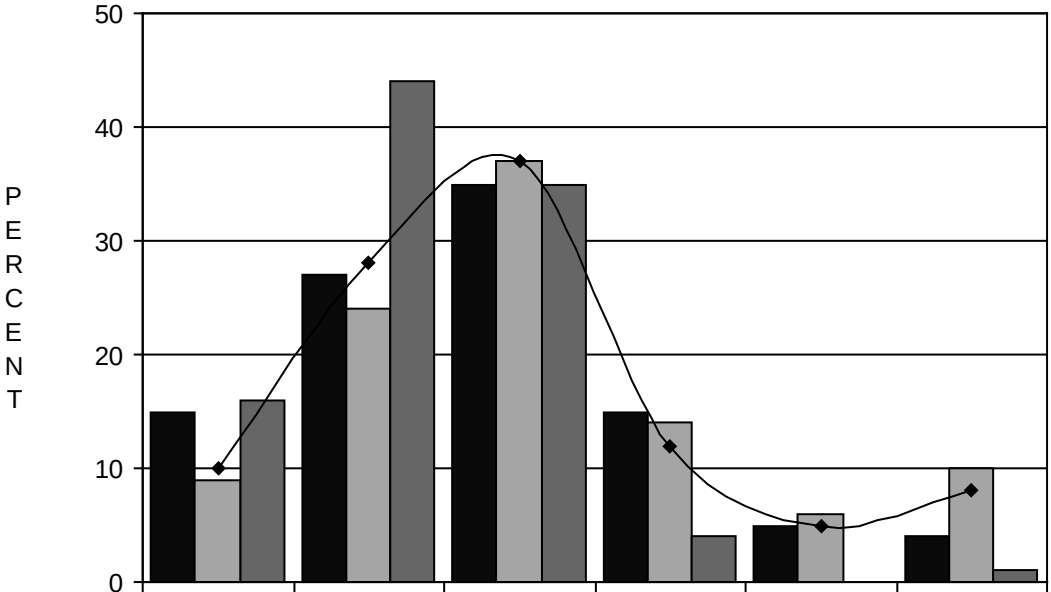


	Called property directly	Third Party website	Hotel website	Booked through a travel agent	Booked in person at property	By phone, third party	Booked by someone else
Downtown	48	17	15	11	0	3	5
Strip Corridor	30	25	18	15	1	4	7
Other	40	28	19	7	3	1	2
TOTAL	33	25	18	14	1	3	6

(Base Sizes: Downtown=187, Strip Corridor=2711, Other=574, TOTAL=3472)

Visitors who stayed at a hotel, motel, or in an RV park were asked how they, or someone in their party, booked their accommodations in Las Vegas for their most recent trip (Figure 38). Those lodging Downtown (48%) and other non-Strip lodgers (40%) were significantly more likely than Strip Corridor (30%) to say they called the property directly. Strip Corridor (25%) and other non-Downtown lodgers (28%) were more likely than Downtown lodgers (17%) to say they booked their accommodations through a third party website. Strip Corridor lodgers (15%) were significantly more likely than other non-Downtown lodgers (7%) to say they booked their accommodations through a travel agent, or by phone through a third party (4% vs. 1%)

FIGURE 39
Advance Booking Of Accommodations
(Among Those Who Stayed In A Hotel/Motel/RV Park)

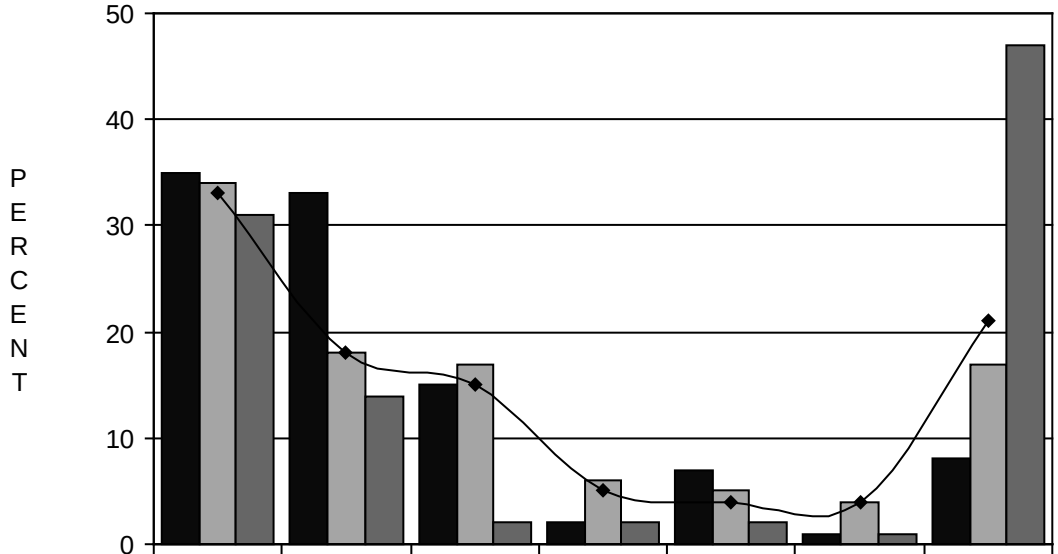


	Less than 1 week	7-14 days	15-30 days	31-60 days	61-90 days	More than 90 days
Downtown	15	27	35	15	5	4
Strip Corridor	9	24	37	14	6	10
Other	16	44	35	4	0	1
TOTAL	10	28	37	12	5	8

(Base Sizes: Downtown=187, Strip Corridor=2711, Other=574, TOTAL=3472)

Among those staying in a hotel, motel, or RV park, three-quarters (75%) booked their accommodations one month or less in advance (Figure 39). Strip Corridor lodgers (9%) were significantly less likely than Downtown (15%) and other lodgers (16%) to have booked their accommodations less than a week in advance. Downtown (24%) and Strip Corridor lodgers (30%) were more likely than other lodgers (5%) to have booked their accommodations more than one month in advance.

FIGURE 40
Type Of Room Rates
(Among Those Staying In A Hotel Or Motel)

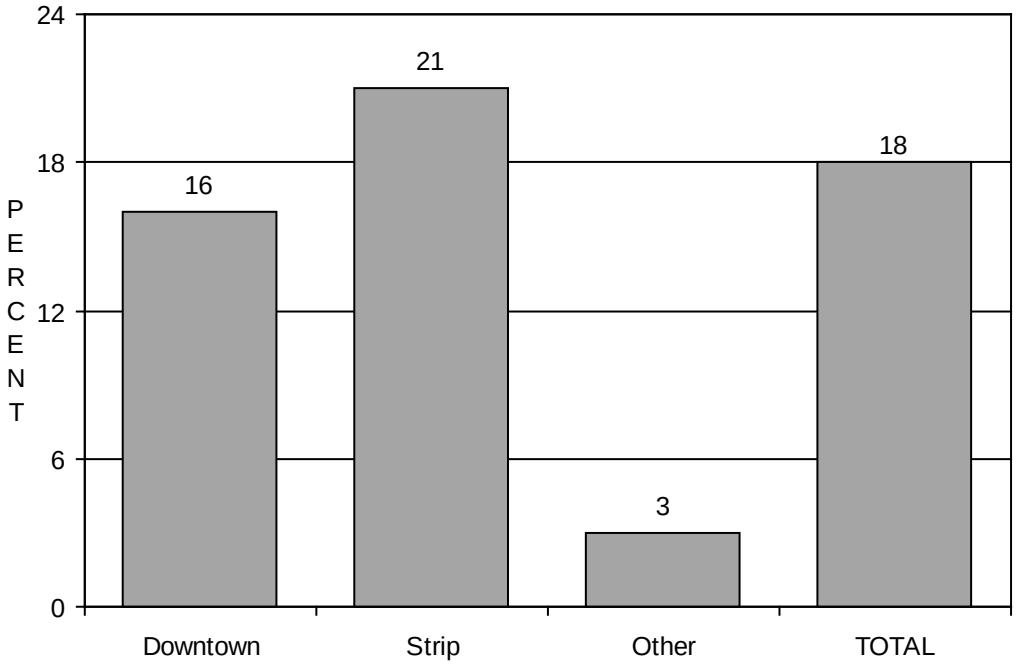


	Regular	Casino compli-mentary	Package	Conven-tion	Casino rate	Tour group	Another special rate
Downtown	35	33	15	2	7	1	8
Strip Corridor	34	18	17	6	5	4	17
Other	31	14	2	2	2	1	47
TOTAL	33	18	15	5	4	4	21

(Base Sizes: Downtown=185, Strip Corridor=2706, Other=513, TOTAL=3404)

Looking at the type of room rates received by hotel/motel lodgers (Figure 40), Downtown lodgers (33%) were significantly more likely to receive a casino complimentary rate than Strip Corridor (18%) or other lodgers (14%). Downtown (7%) and Strip Corridor (5%) lodgers were more likely than other lodgers (2%) to have paid a casino rate. Downtown (15%) and Strip Corridor lodgers (17%) were more likely to have paid a package rate than those lodging elsewhere (2%). Strip Corridor lodgers were the most likely to pay a convention (6% vs. 2% each for Downtown and other lodgers) or a Tour Group (4% vs. 1% each) rate. Visitors who lodged somewhere other than Downtown or in the Strip Corridor were the most likely to pay some other special room rate (47%).

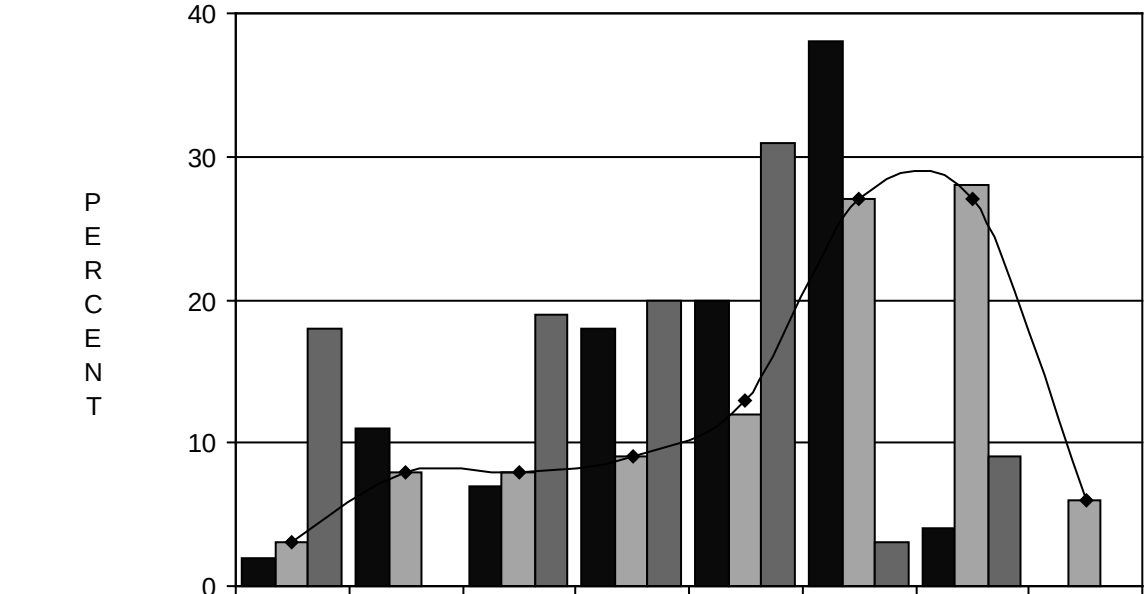
FIGURE 41
Package Purchasers
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Downtown=185, Strip Corridor=2706, Other=513, TOTAL=3404)

Both Downtown (16%) and Strip Corridor (21%) lodgers were significantly more likely than visitors lodging elsewhere (3%) to be visiting Las Vegas as part of a tour group or package deal (Figure 41).

FIGURE 42
Cost Of Package Per Person
(Among Those Who Bought A Package)



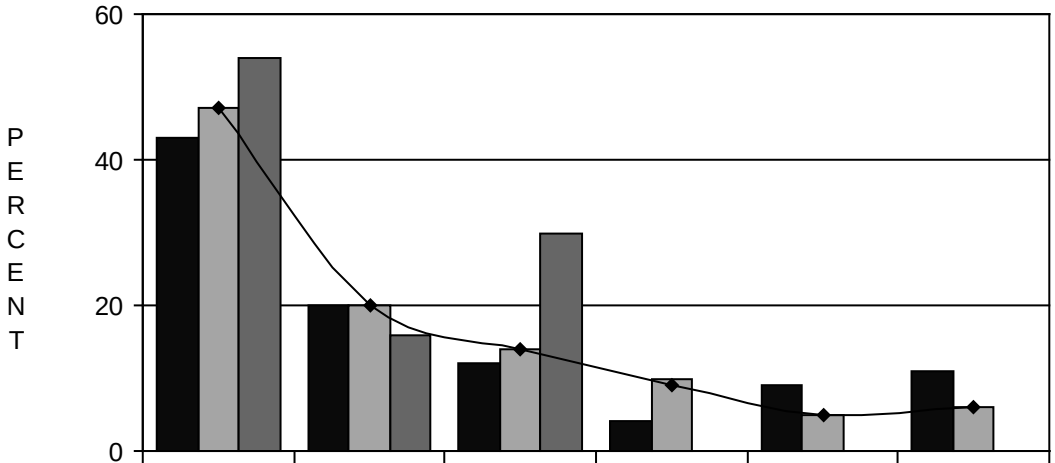
	$0-$99	$100-$199	$200-$299	$300-$399	$400-$499	$500-$999	$1,000 or more	No answer
Downtown	2	11	7	18	20	38	4	0
Strip Corridor	3	8	8	9	12	27	28	6
Other	18	0	19	20	31	3	9	0
TOTAL	3	8	8	9	13	27	27	6

(Base Sizes: Downtown=29*, Strip Corridor=575, Other=16*, TOTAL=620)
(Mean: Downtown=$489.29, Strip Corridor=$842.68, Other=$486.05, TOTAL=$815.14)

We asked those who purchased either a hotel or a tour/travel group package how much their package cost per person (Figure 42). On average, Strip Corridor lodgers (average package cost of $842.68) paid significantly more for their package than Downtown ($489.29) and other lodgers ($486.05).

* Note the very small base size for Downtown and Other lodgers.

FIGURE 43
Where First Heard About The Package
(Among Those Who Bought A Package)



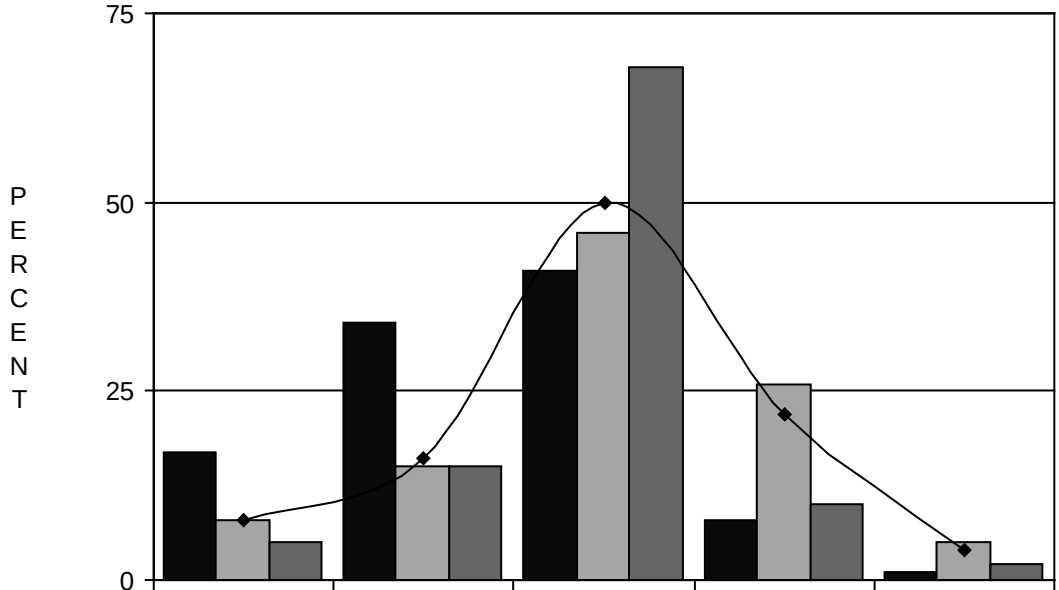
	Travel agent	Any website	Internet ad	Word of mouth	Search engine/hy-perlink	Other
Downtown	43	20	12	4	9	11
Strip Corridor	47	20	14	10	5	6
Other	54	16	30	0	0	0
TOTAL	47	20	14	9	5	6

(Base Sizes: Downtown=29*, Strip Corridor=575, Other=16*, TOTAL=620)

Package purchasers were asked where they first heard about the package they bought (Figure 43). Nearly one-half (47%) said they first heard about their package from a travel agent, while one-fifth (20%) said it was through a website. There were no significant differences among the three subgroups*.

* Note the very small base size for Downtown and Other lodgers.

FIGURE 44
Lodging Expenditures — Average Per Night
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)

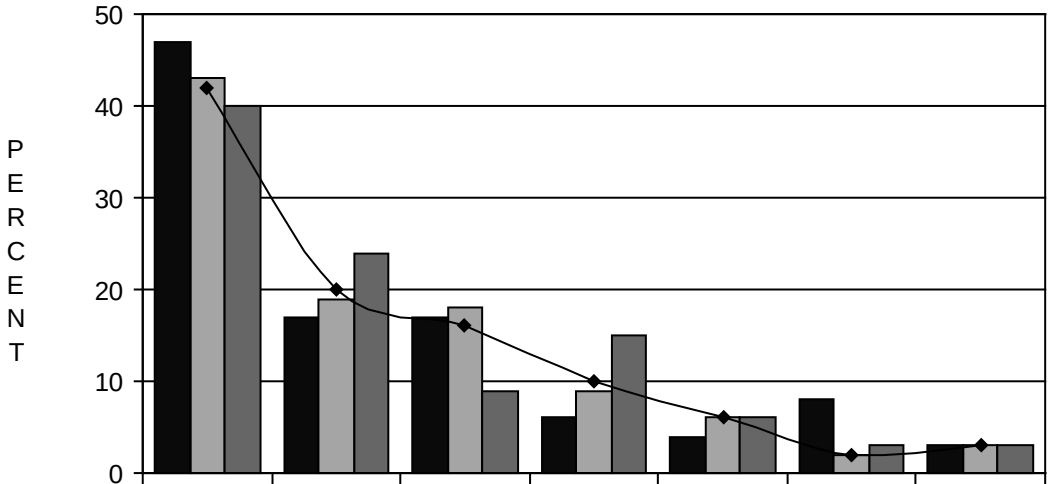


	$0-$35	$36-$50	$51-$100	More than $100	Not sure
Downtown	17	34	41	8	1
Strip Corridor	8	15	46	26	5
Other	5	15	68	10	2
TOTAL	8	16	50	22	4

(Base Sizes: Downtown=96, Strip Corridor=1648, Other=423, TOTAL=2166)
(Means: Downtown=$61.12, Strip Corridor=$90.68, Other=$76.74, TOTAL=$86.55)

We looked at lodging expenditures among visitors whose room was not part of a travel package and who were not comped for their stay (Figure 44). On average, Strip Corridor lodgers (mean of $90.68) paid significantly more for their room than other non-Downtown lodgers ($76.74), who in turn paid more than Downtown lodgers ($61.12). One-quarter (26%) of Strip Corridor lodgers paid more than $100 for their room, compared to a significantly lower 8% of Downtown lodgers and 10% of other lodgers.

FIGURE 45
How First Found Out About Room Rate
(Among Those Staying In A Hotel Or Motel/Non-Package)

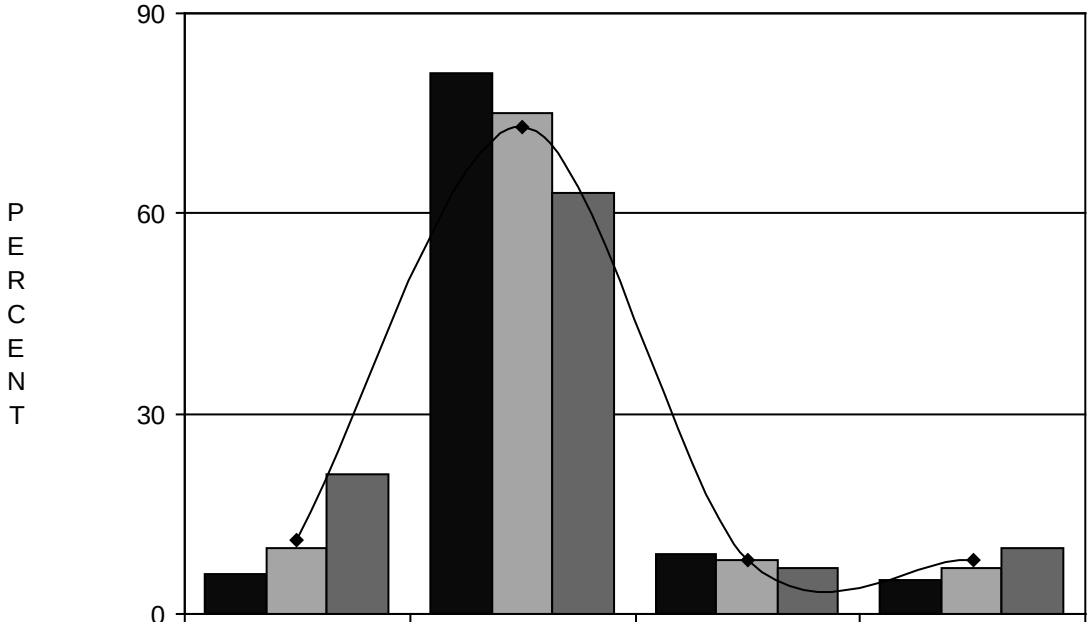


	Any website	Reser-vation agent	Word of mouth	Internet ad	Travel agent	Direct mail	Other
Downtown	47	17	17	6	4	8	3
Strip Corridor	43	19	18	9	6	2	3
Other	40	24	9	15	6	3	3
TOTAL	42	20	16	10	6	2	3

(Base Sizes: Downtown=96, Strip Corridor=1648, Other=423, TOTAL=2166)

Visitors were asked how they first found out about the room rate they paid (Figure 45). Strip Corridor lodgers (18%) were significantly more likely than other non-Downtown lodgers (9%) to say they first heard about their room rate through word of mouth. Visitors who lodged somewhere other than Downtown or the Strip Corridor (15%) were significantly more likely to say they first found their room rate through an Internet ad than Downtown (6%) and Strip Corridor (9%) lodgers. Downtown lodgers (8%) were significantly more likely to say they found out about their room rate via direct mail, compared to Strip Corridor lodgers (2%).

FIGURE 46
Number Of Room Occupants
(Among Those Staying In A Hotel Or Motel)



	One	Two	Three	Four or more
Downtown	6	81	9	5
Strip Corridor	10	75	8	7
Other	21	63	7	10
TOTAL	11	73	8	8

(Base Sizes: Downtown=185, Strip Corridor=2735, Other=533, TOTAL=3453)
(Means: Downtown=2.1, Strip Corridor=2.2, Other=2.1, TOTAL=2.1)

The majority (73%) of visitors who stayed in a hotel or motel room said two people stayed in their room (Figure 46). Downtown lodgers (81%) were significantly more likely than Strip Corridor lodgers (75%), who in turn were more likely than those who lodged elsewhere (63%), to say they had two room occupants. Those who lodged somewhere other than Downtown or the Strip Corridor were the most likely to have lodged alone (21%) or to say four or more people stayed in their room (10%).

FIGURE 47
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Including Visitors Who Spent Nothing In That Category)

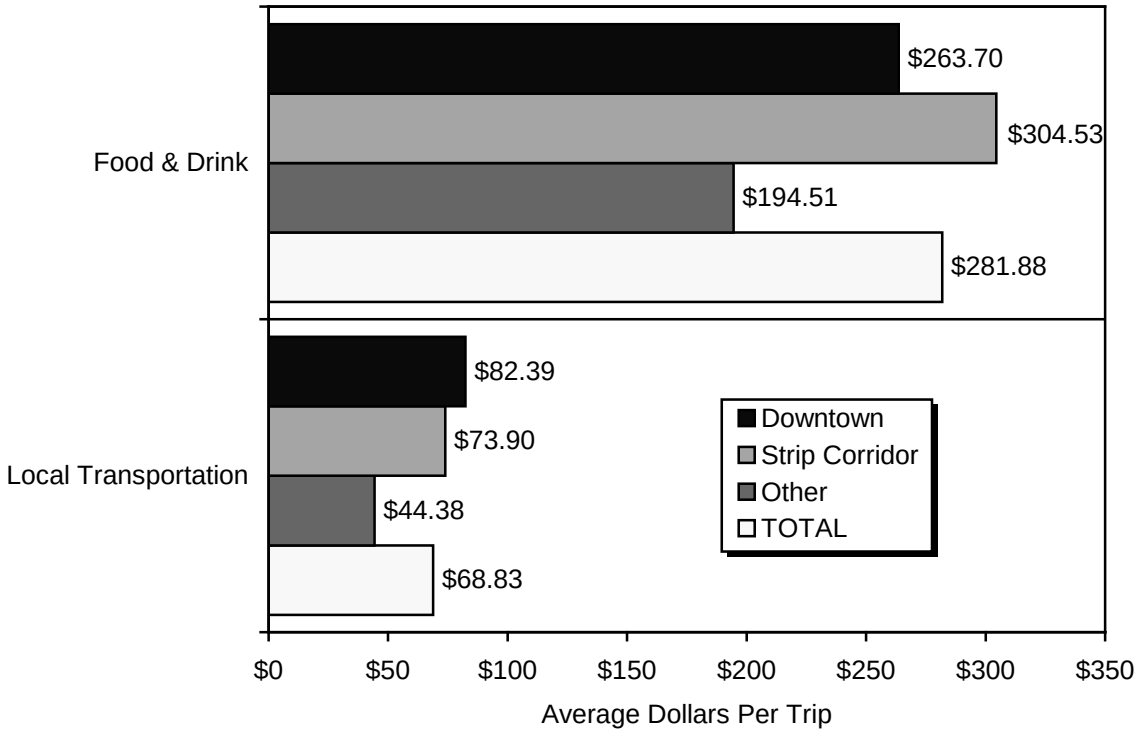
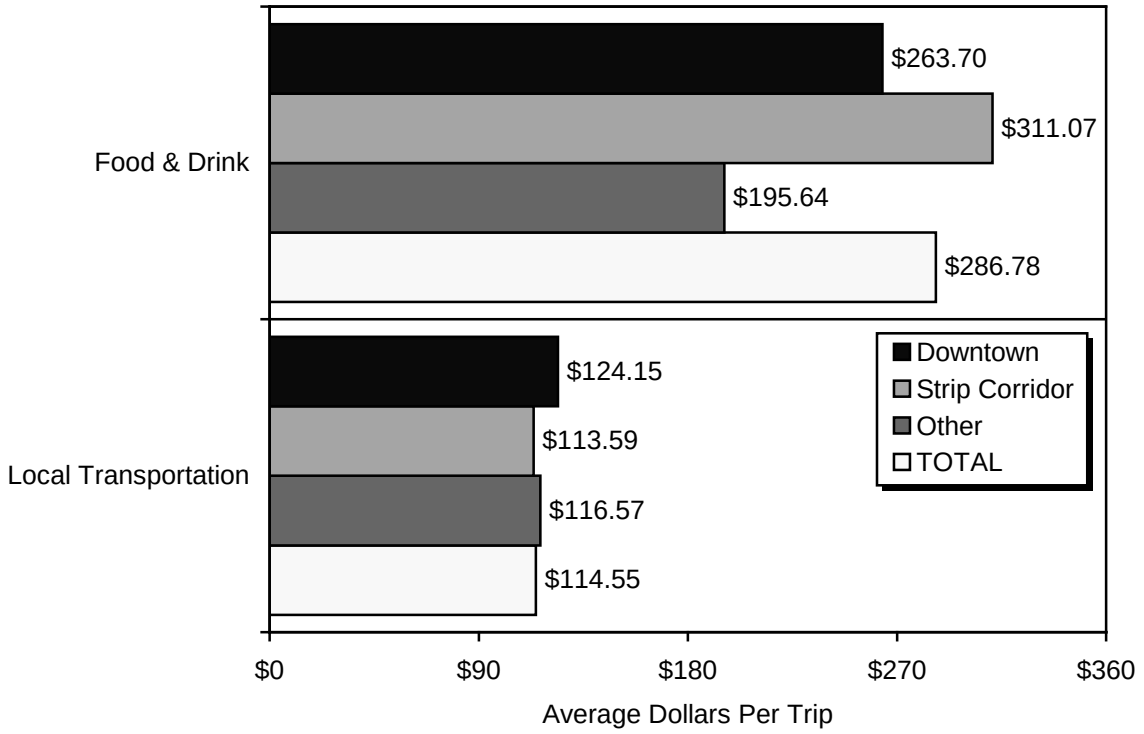


Figure 47 shows the average trip expenditures on food and drink and on local transportation including visitors who said they spent nothing in these categories. On average, Strip Corridor lodgers (mean of $304.53) spent significantly more than Downtown lodgers ($263.70), who in turn spent more than other lodgers ($194.51) on food and drink.

Downtown ($82.39) and Strip Corridor lodgers ($73.90) spent significantly more on local transportation than other lodgers ($44.38).

FIGURE 48
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Among Those Who Spent Money In That Category)



(Base Sizes, Food & Drink: Downtown=187, Strip Corridor=2683, Other=668, TOTAL=3538)
(Base Sizes, Local Transportation: Downtown=124, Strip Corridor=1784, Other=256, TOTAL=2164)

Among those who actually spent money (Figure 48), Strip Corridor lodgers (mean of $311.07) spent significantly more for food and drink than Downtown lodgers ($263.70), who in turn spent more than those who lodged elsewhere ($195.64).

Among those who spent money on local transportation, the average among all visitors was $114.55. The difference between the subgroups was not significant.

FIGURE 49
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Including Visitors Who Spent Nothing In That Category)

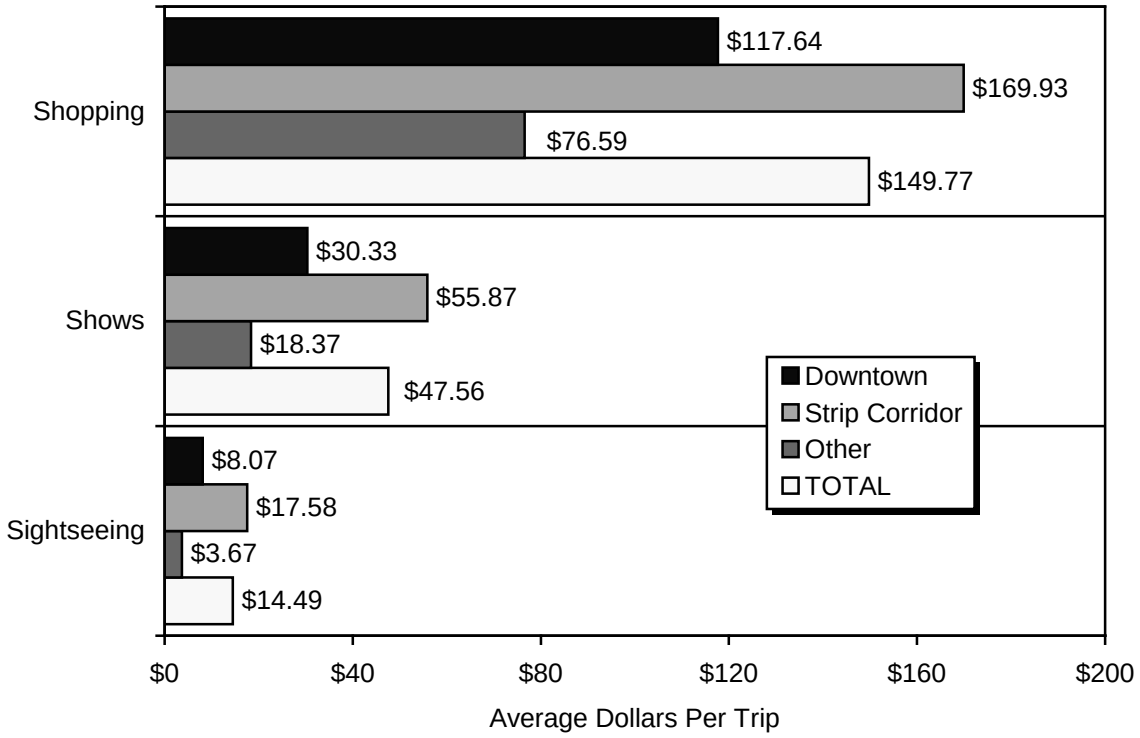
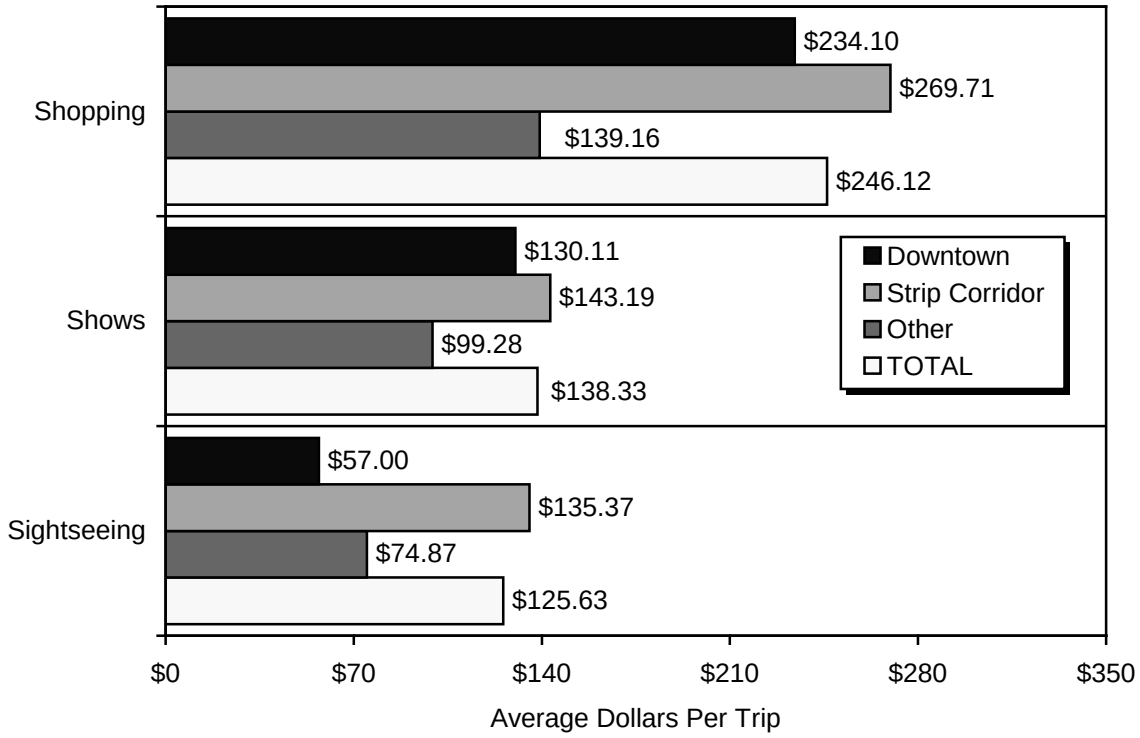


Figure 49 shows average expenditures on shopping, shows, and sightseeing during the entire visit to Las Vegas, including visitors who said they spent nothing in these categories. Strip Corridor lodgers (mean of $169.93) spent significantly more on shopping than other non-Downtown lodgers ($76.59), with Downtown lodgers ($117.64) in the middle. Strip Corridor lodgers ($55.87) spent significantly more on shows than Downtown lodgers ($30.33), who in turn spent more than those who lodged elsewhere ($18.37). Strip Corridor lodgers spent significantly more on sightseeing ($17.58) than other non-Downtown lodgers ($3.67), with Downtown lodgers ($8.07) in the middle.

FIGURE 50
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Among Those Who Spent Money In That Category)



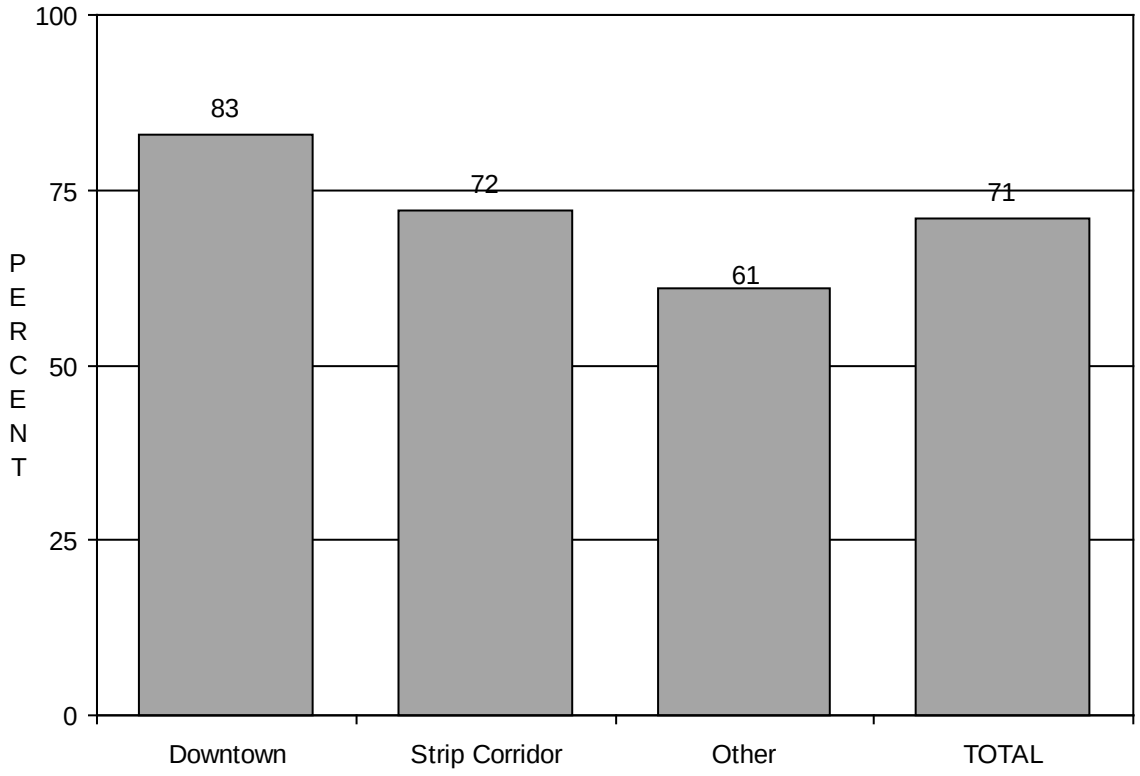
(Base Sizes, Shopping: Downtown=94, Strip Corridor=1729, Other=370, TOTAL=2192)
(Base Sizes, Shows: Downtown=44, Strip Corridor=1071, Other=125, TOTAL=1240)
(Base Sizes, Sightseeing: Downtown=28*, Strip Corridor=357, Other=33*, TOTAL=417)

Among visitors who spent money in these categories (Figure 50), Strip Corridor lodgers (mean of $269.71) and Downtown lodgers ($234.10) spent significantly more on shopping than other lodgers ($139.16). Strip Corridor lodgers spent significantly more on shows ($143.19) than other non-Downtown lodgers ($99.28), with Downtown lodgers ($130.11) in the middle. Strip Corridor lodgers ($135.37) spent significantly more on sightseeing than Downtown ($57.00) and other lodgers ($74.87)*.

* Note the very small base sizes for Downtown and Other lodgers for sightseeing.

GAMING BEHAVIOR AND BUDGETS

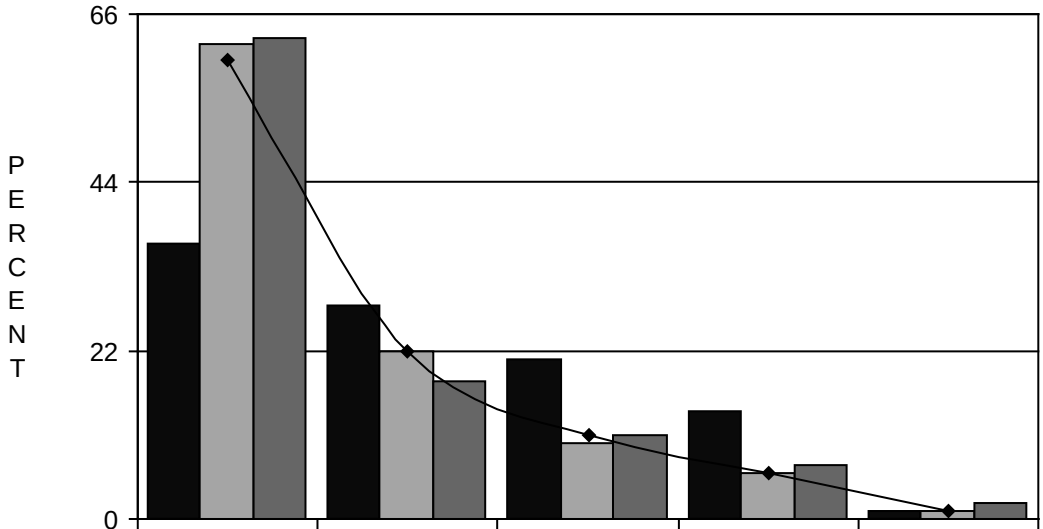
FIGURE 51
Whether Gambled While In Las Vegas*



*Only "yes" responses are reported in this figure.

Seventy-one percent (71%) of visitors said they gambled on their most recent visit to Las Vegas (Figure 51). Downtown lodgers (83%) were the most likely to have gambled, followed by Strip Corridor lodgers (72%), and both were significantly more likely to have gambled than those who lodged elsewhere (61%).

FIGURE 52
Hours Of Gambling — Average Per Day
(Among Those Who Gambled)

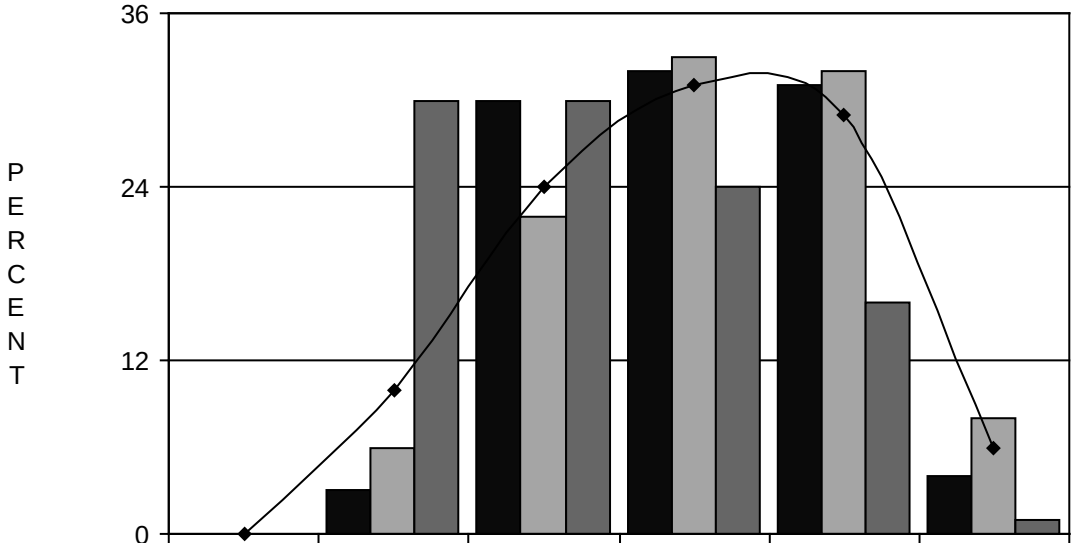


	2 hours or less	3-4 hours	5-6 hours	7-8 hours	More than 8 hours
Downtown	36	28	21	14	1
Strip Corridor	62	22	10	6	1
Other	63	18	11	7	2
TOTAL	60	22	11	6	1

(Base Sizes: Downtown=156, Strip Corridor=1984, Other=411, TOTAL=2551)
(Means: Downtown=3.8, Strip Corridor=2.5, Other=2.6, TOTAL=2.6)

Among those who said they gambled on their current trip to Las Vegas (Figure 52), Downtown lodgers averaged significantly more hours per day gambling (3.8 hours) than both Strip Corridor (2.5 hours) and other lodgers (2.6 hours).

FIGURE 53
Number Of Casinos Visited

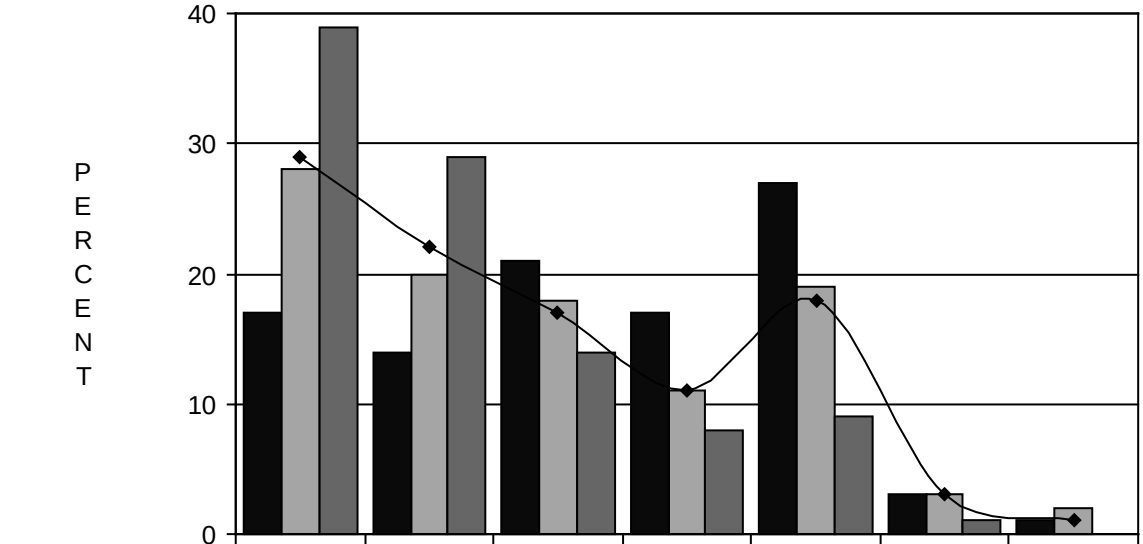


	None	One	Two to four	Five to six	Seven to 10	More than 10
Downtown	0	3	30	32	31	4
Strip Corridor	0	6	22	33	32	8
Other	0	30	30	24	16	1
TOTAL	0	10	24	31	29	6

(Means: Downtown=5.9, Strip Corridor=6.2, Other=3.8, TOTAL=5.7)

All visitors were asked how many casinos they had visited on their current trip to Las Vegas (Figure 53). Downtown lodgers (5.9) and Strip Corridor lodgers (6.2) visited significantly more casinos than those who lodged elsewhere (3.8).

FIGURE 54
Number Of Casinos Where Gambled

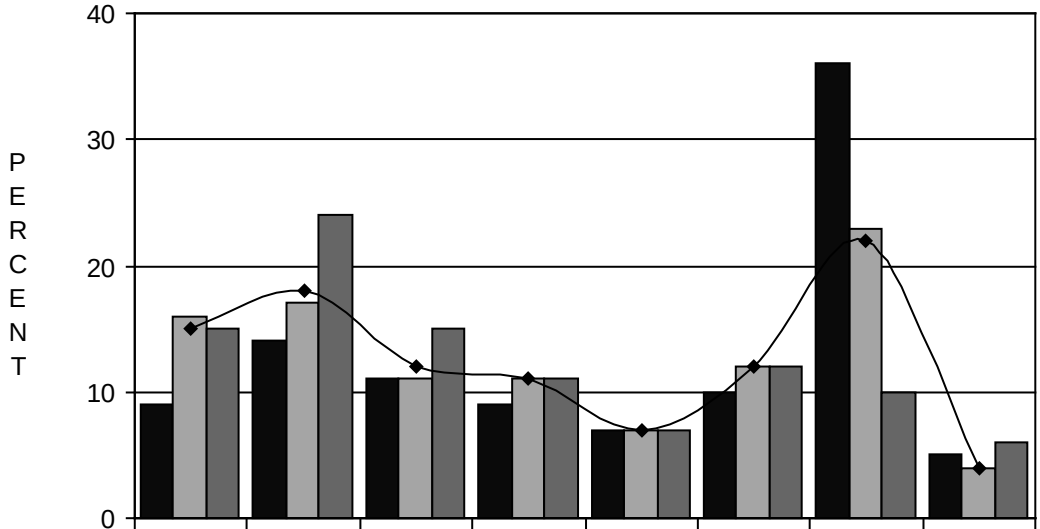


	None	One	Two	Three	Four to six	Seven to 10	More than 10
Downtown	17	14	21	17	27	3	1
Strip Corridor	28	20	18	11	19	3	2
Other	39	29	14	8	9	1	0
TOTAL	29	22	17	11	18	3	1

(Means: Downtown=2.7, Strip Corridor=2.2, Other=1.3, TOTAL=2.1)

All visitors were asked in how many casinos they had gambled on their current trip to Las Vegas (Figure 54). Downtown lodgers (2.7) gambled in significantly more casinos than Strip Corridor lodgers (2.2), while other lodgers (1.3) gambled in significantly fewer casinos.

FIGURE 55
Trip Gambling Budget
(Among Those Who Gambled)

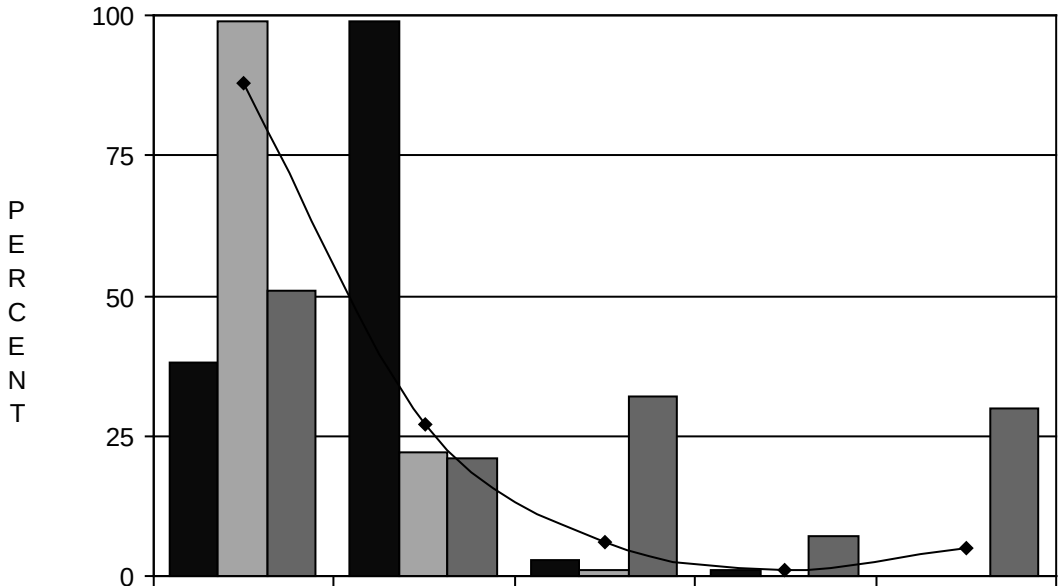


	$0-$99	$100-$199	$200-$299	$300-$399	$400-$499	$500-$599	$600 or more	Not sure
Downtown	9	14	11	9	7	10	36	5
Strip Corridor	16	17	11	11	7	12	23	4
Other	15	24	15	11	7	12	10	6
TOTAL	15	18	12	11	7	12	22	4

(Base Sizes: Downtown=156, Strip Corridor=1984, Other=411, TOTAL=2551)
(Means: Downtown=$708.43, Strip Corridor=$563.85, Other=$296.13 TOTAL=$530.11)

The average gambling budget among those who gambled was $530.11 (Figure 55). Downtown lodgers ($708.43) and Strip Corridor lodgers ($563.85) budgeted significantly more for gambling than those who lodged elsewhere ($296.13).

FIGURE 56
Where Visitors Gambled*
(Among Those Who Gambled)



	Strip Corridor	Downtown	Boulder Strip	North Las Vegas	Outlying areas
Downtown	38	99	3	1	0
Strip Corridor	99	22	1	0	0
Other	51	21	32	7	30
TOTAL	88	27	6	1	5

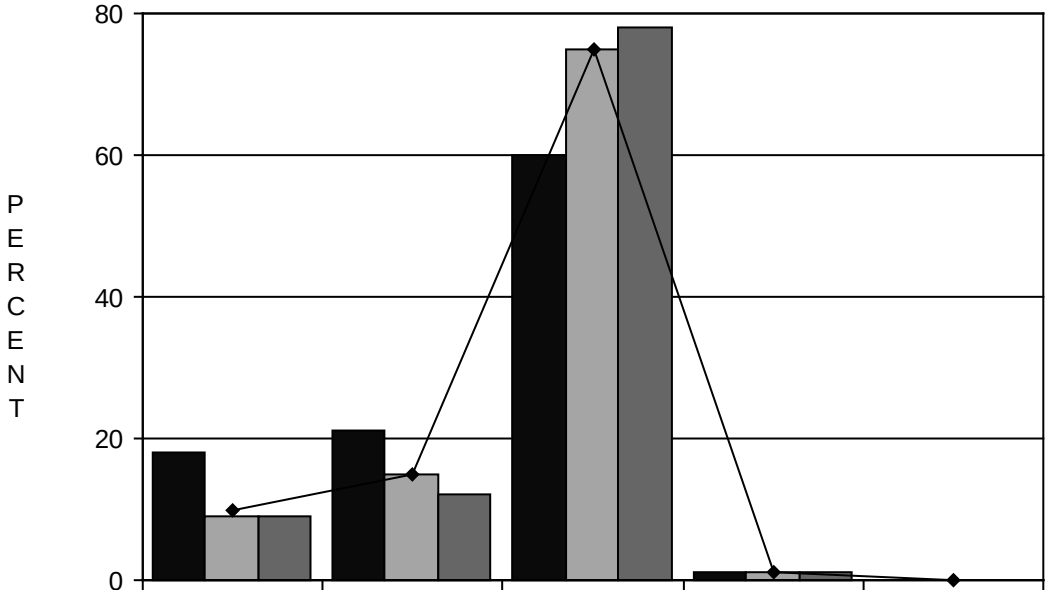
(Base Sizes: Downtown=161, Strip Corridor=1996, Other=396, TOTAL=2553)

As would be expected, nearly all of Downtown lodgers who gambled said they did so Downtown (99%), and nearly all Strip Corridor lodgers who gambled said they did so in the Strip Corridor (99%) (Figure 56). Visitors who stayed in other areas were more likely to have gambled on the Boulder Strip (32%), and in North Las Vegas (7%).

* Multiple responses were permitted.

These responses are from 2013. This question is asked every other year and was not asked in 2014.

FIGURE 57
Likelihood Of Visiting Las Vegas With
More Places To Gamble Outside Las Vegas

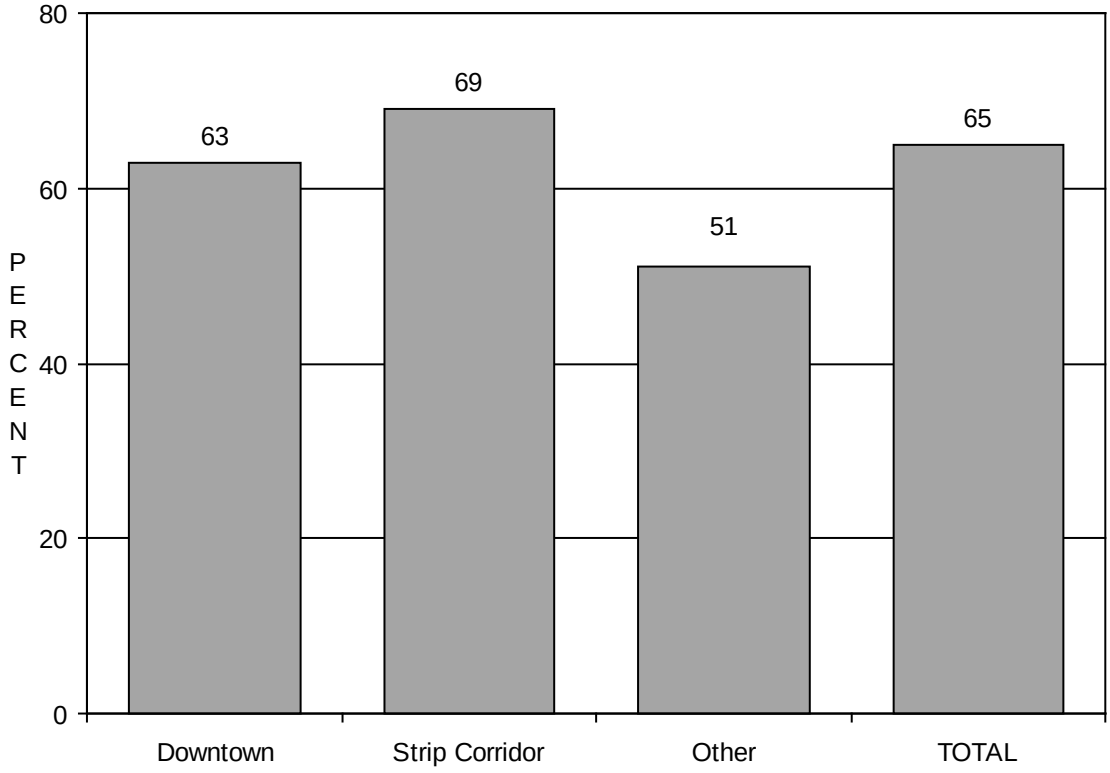


	Much more likely	Somewhat more likely	No difference	Somewhat less likely	Much less likely
Downtown	18	21	60	1	0
Strip Corridor	9	15	75	1	0
Other	9	12	78	1	0
TOTAL	10	15	75	1	0

All visitors to Las Vegas were asked whether they feel they are more or less likely to visit because there are more places to gamble outside of Las Vegas (Figure 57). Downtown visitors (39%) were significantly more likely than Strip Corridor lodgers (24%) and other visitors (21%) to say that outside gaming venues actually made them more likely to visit Las Vegas. Strip Corridor lodgers (75%) and other non-Downtown lodgers (78%) were significantly more likely than Downtown lodgers (60%) to say outside gaming venues made no difference in their decision to visit Las Vegas.

ENTERTAINMENT

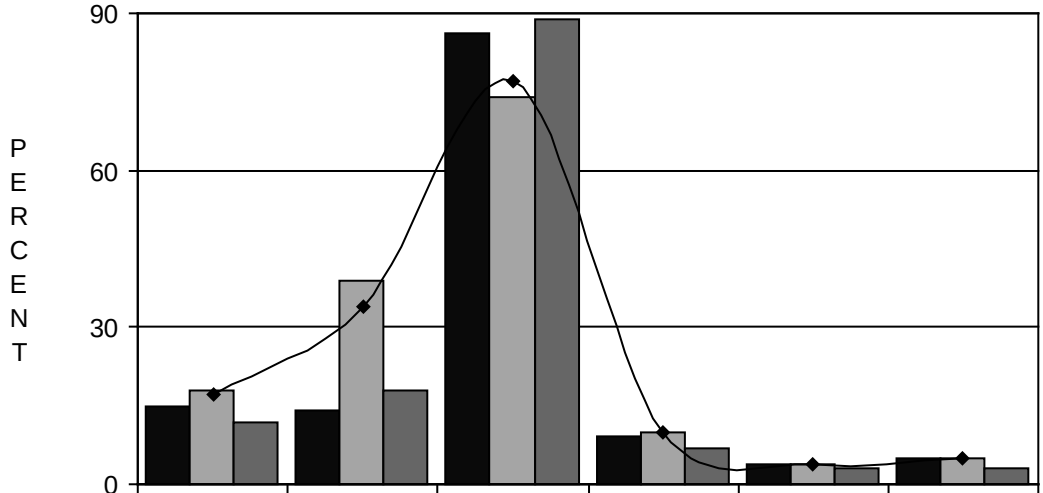
FIGURE 58
Entertainment Attendance



*Only "yes" responses are reported in this figure.

About two-thirds of visitors (65%) attended shows during their most recent stay in Las Vegas. Strip Corridor (69%) and Downtown lodgers (63%) were significantly more likely to have attended a show than those who lodged elsewhere (51%) (Figure 58).

FIGURE 59
Types Of Entertainment*
(Among Those Who Attended Some Form Of Entertainment)

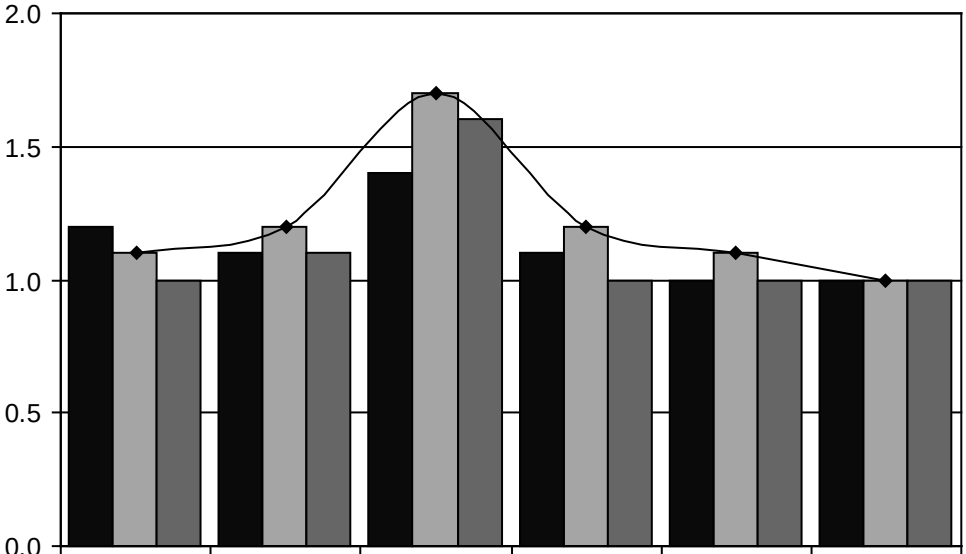


	Headliners	Production & Broadway	Lounge acts	Comedy	Imperson-ators/ tribute	Magic
Downtown	15	14	86	9	4	5
Strip Corridor	18	39	74	10	4	5
Other	12	18	89	7	3	3
TOTAL	17	34	77	10	4	5

*Multiple responses permitted.
(Base Sizes: Downtown=118, Strip=1890, Other=340, TOTAL=2349)

Among those who saw a show while on their most recent trip to Las Vegas, more than three-quarters (77%) went to a lounge act (Figure 59). Downtown (86%) and other non-Strip Corridor lodgers (89%) were significantly more likely than Strip Corridor lodgers (74%) to have seen a lounge act. Strip Corridor lodgers were significantly more likely to have seen a Broadway or production show (39%) than Downtown (14%) and other lodgers (18%). Strip Corridor lodgers (18%) were significantly more likely than other non-Downtown lodgers (12%) to have seen a headliner act or a comedy show (10% vs. 7%).

FIGURE 60
Average Number Of Shows Attended*
(Among Those Who Attended Some Form Of Entertainment)

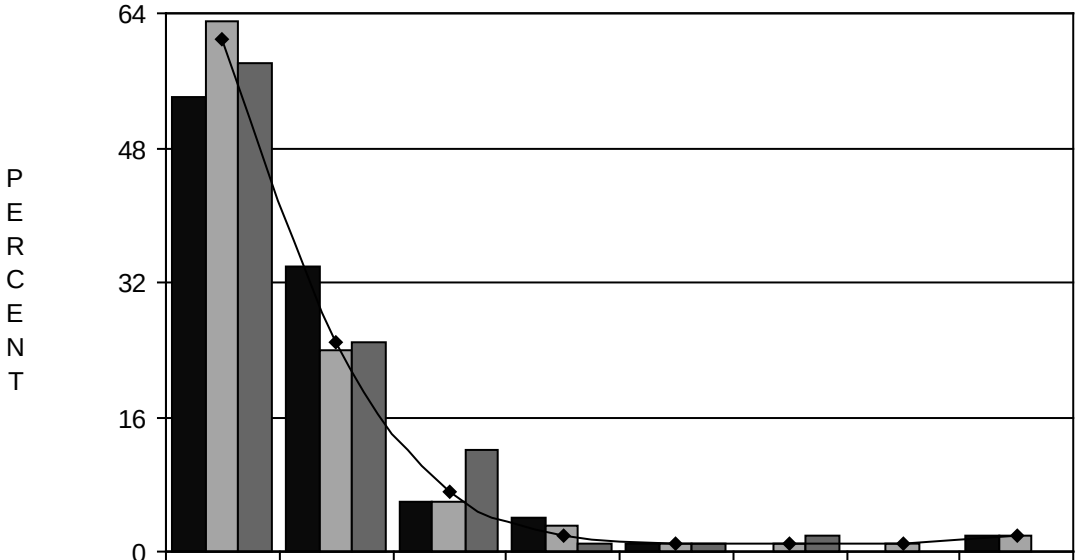


	Headliners	Production/ Broadway shows	Lounge acts	Comedy shows	Imperson-ators/ tribute	Magic shows
Downtown	1.2	1.1	1.4	1.1	1.0	1.0
Strip Corridor	1.1	1.2	1.7	1.2	1.1	1.0
Other	1.0	1.1	1.6	1.0	1.0	1.0
TOTAL	1.1	1.2	1.7	1.2	1.1	1.0

*Multiple responses permitted.
(Base Sizes: Downtown=118, Strip=1890, Other=340, TOTAL=2349)

We looked at the average number of times visitors attended each type of show among those who attended shows of that type (Figure 60). Strip Corridor lodgers saw significantly more lounge acts (average of 1.7) than Downtown lodgers (1.4), and were more likely than other non-Downtown lodgers to have seen a comedy show (1.2 vs. 1.0).

FIGURE 61
Main Reason For Not Attending Any Shows
(Among Those Who Attended No Shows)

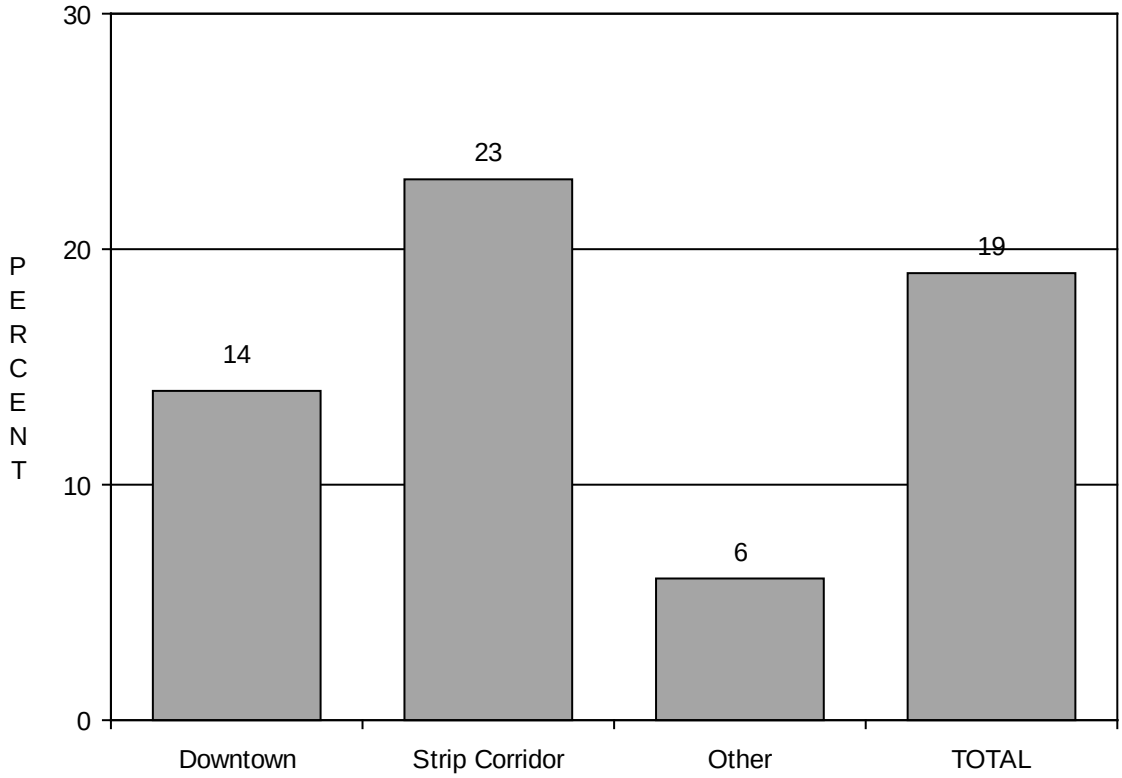


	Too busy/no time	No interest in shows	Too expen-sive	Came to gamble only	Seen every-thing	Have kids	Shows sold out	Other
Downtown	54	34	6	4	1	0	0	2
Strip Corridor	63	24	6	3	1	1	1	2
Other	58	25	12	1	1	2	0	0
TOTAL	61	25	7	2	1	1	1	2

(Base Sizes: Downtown=69, Strip Corridor=850, Other=331, TOTAL=1250)

Visitors who did not attend any shows while on their current trip to Las Vegas were asked why (Figure 61). The majority (61%) said it was because they were too busy to see a show, while one in four (25%) said they had no interest in attending shows. Visitors who lodged somewhere other than Downtown or the Strip (12%) were more likely than Downtown or Strip Corridor lodgers (6% each) to say they thought shows were too expensive.

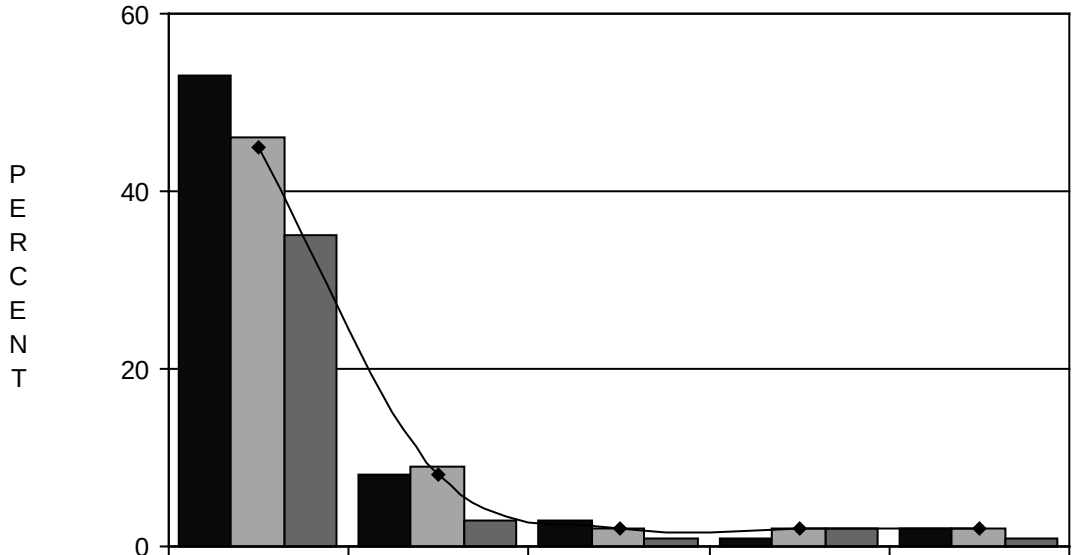
FIGURE 62
Whether Have Been To Other Paid Attractions*



*Only "yes" responses are reported in this figure.

We asked visitors if during their current trip to Las Vegas they had been to other Las Vegas attractions for which they had to pay — such as theme parks or water parks (Figure 62). Strip Corridor lodgers (23%) were significantly more likely to have done so than other non-Downtown lodgers (6%), with Downtown lodgers (14%) in the middle.

FIGURE 63
Whether Has Been To Nightclubs, Bars, And Lounges*

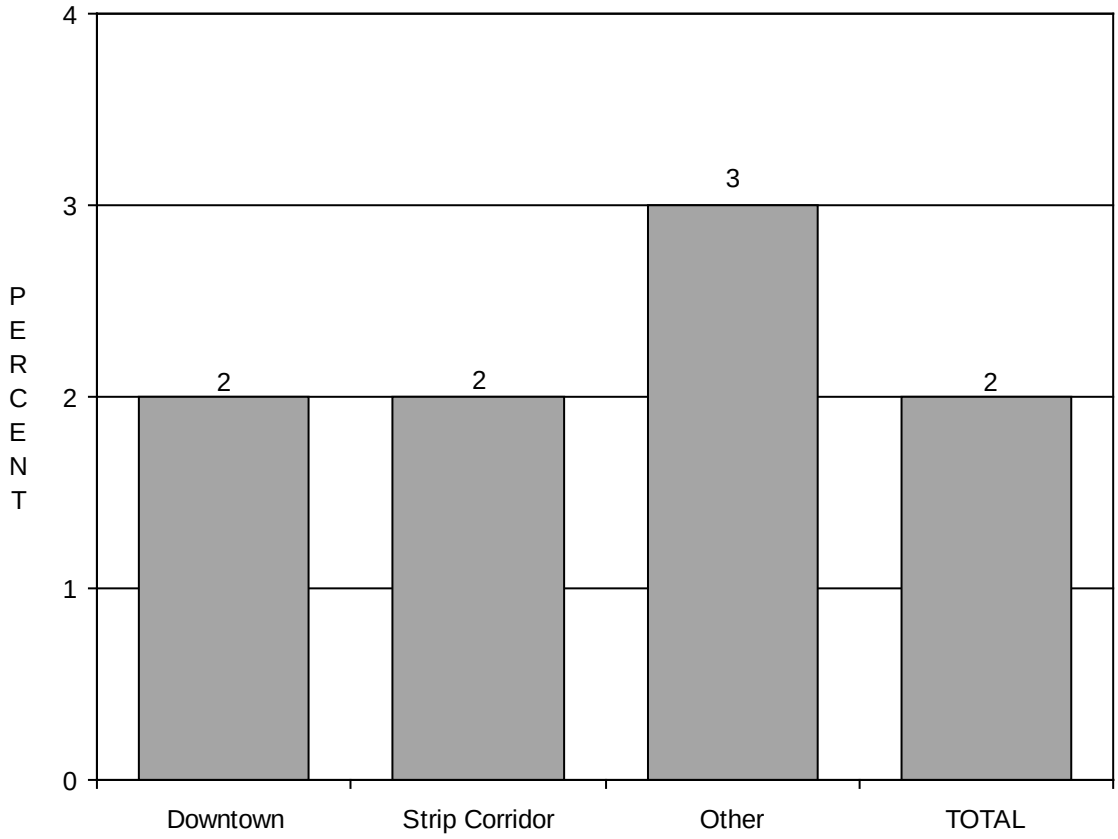


	Hotel bar or lounge, no cover	Hotel nightclub with cover	Free-standing bar or lounge, no cover	Free-standing nightclub with cover	Pool party or day club
Downtown	53	8	3	1	2
Strip Corridor	46	9	2	2	2
Other	35	3	1	2	1
TOTAL	45	8	2	2	2

*Only “yes” responses are reported in this figure.

We asked visitors if they visited nightclubs, bars, lounges, or pool parties or day clubs while on their current visit to Las Vegas (Figure 63). Downtown (53%) and Strip Corridor lodgers (46%) were significantly more likely than those lodging elsewhere (35%) to have been to a hotel bar or lounge without a cover charge. Downtown (8%) and Strip Corridor lodgers were (9%) were more likely than other lodgers (3%) to say they had been to a hotel nightclub that charged a cover fee.

FIGURE 64
Whether Played Golf*

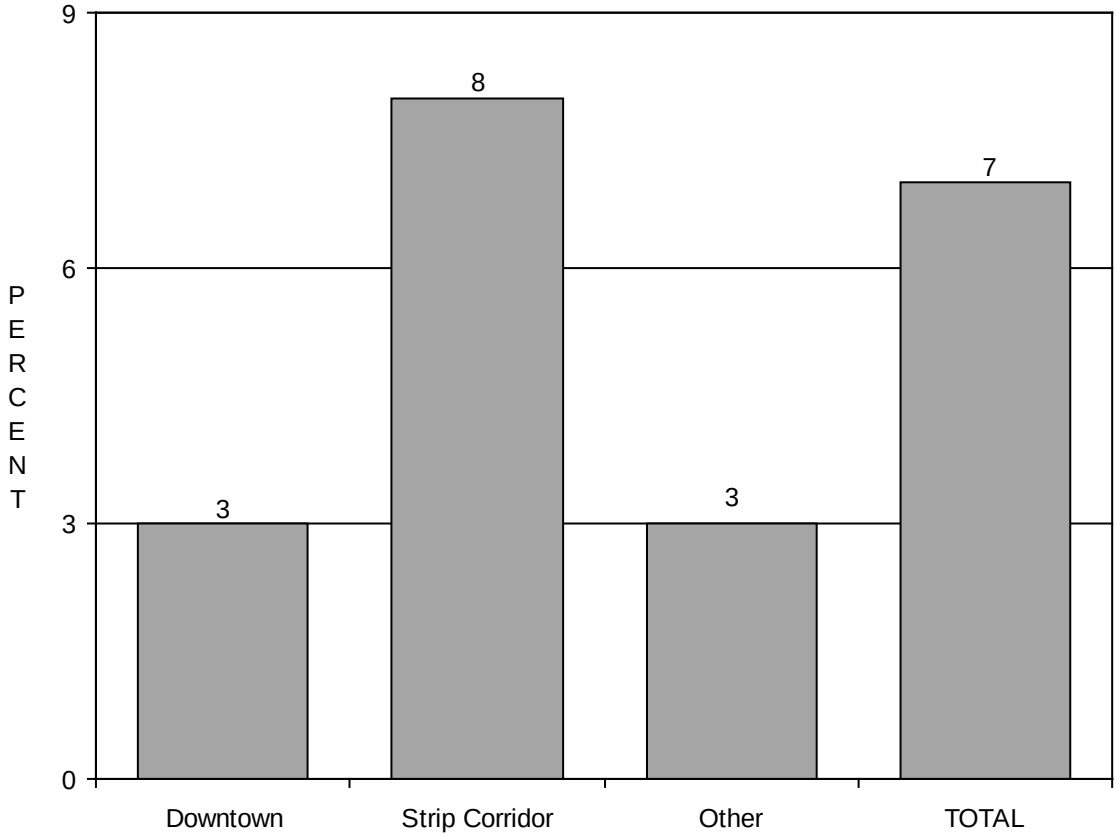


When asked if they had played golf during their current visit to Las Vegas, just 2% of all visitors said they had done so (Figure 64). There were no significant differences between the subgroups on this measure.

* Only "yes" responses are reported in this figure.

These responses are from 2013. This question is not asked every year and was not asked in 2014.

FIGURE 65
Whether Visited A Spa



*Only "yes" responses are reported in this figure.

When asked if they had visited a spa during their current visit to Las Vegas, 7% of all visitors said they had (Figure 65). Strip Corridor lodgers (8%) were significantly more likely to have visited a spa than Downtown or other lodgers (3% each).

ATTITUDINAL INFORMATION

Ninety-six percent (96%) of visitors said they were “very satisfied” with their latest visit to Las Vegas (Figure 66). Strip Corridor lodgers (95%) were less likely than other non-Downtown lodgers (99%) to say they were “very satisfied” with their trip, and were more likely than other non-Downtown lodgers to say they were “somewhat satisfied (5% vs. 1%).

FIGURE 66
Satisfaction With Visit*

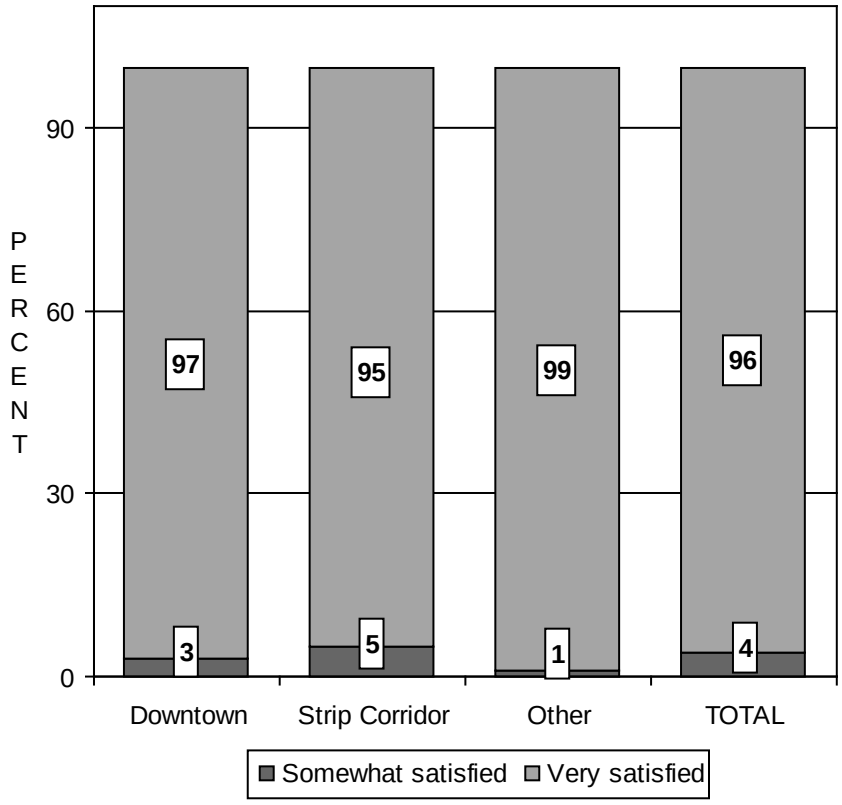
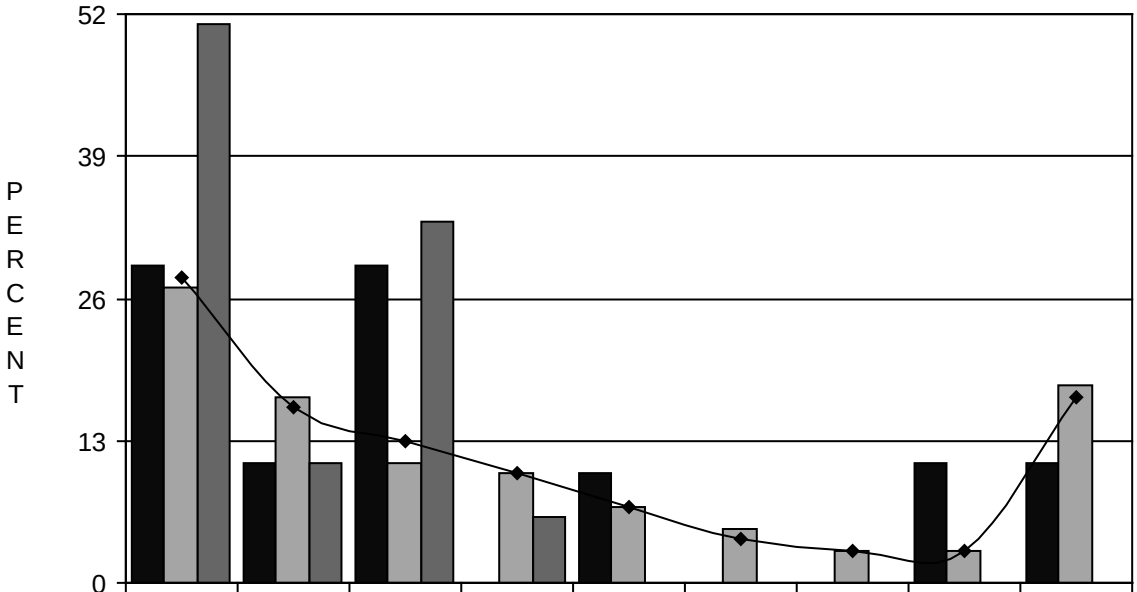


FIGURE 67
Why Not Completely Satisfied With Visit
(Among Those Who Were "Somewhat" Satisfied)

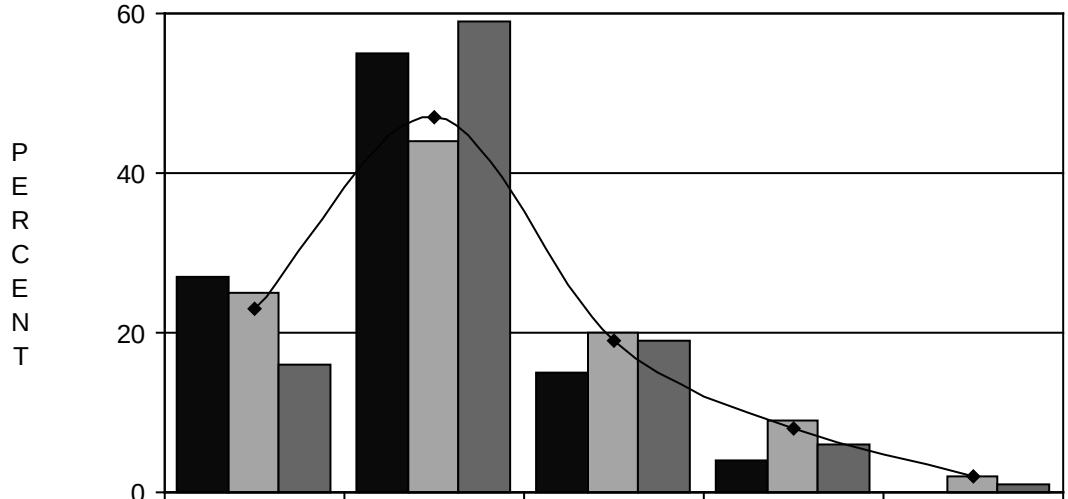


	Trip was too short	Hotel com-plaints	Too expen-sive	Gambling complaints	Not plea-sure trip	Don't like LV	Too hot	Too crowded	Other
Downtown	29	11	29	0	10	0	0	11	11
Strip Corridor	27	17	11	10	7	5	3	3	18
Other	51	11	33	6	0	0	0	0	0
TOTAL	28	16	13	10	7	4	3	3	17

(Base Sizes: Downtown=6*, Strip Corridor=138, Other=6*, TOTAL=149)

Visitors who were not completely satisfied with their visit were asked why (Figure 67). Among the most common reasons given were that the trip was too short (28%) and hotel complaints (16%). There were no significant differences between the subgroups on this measure.

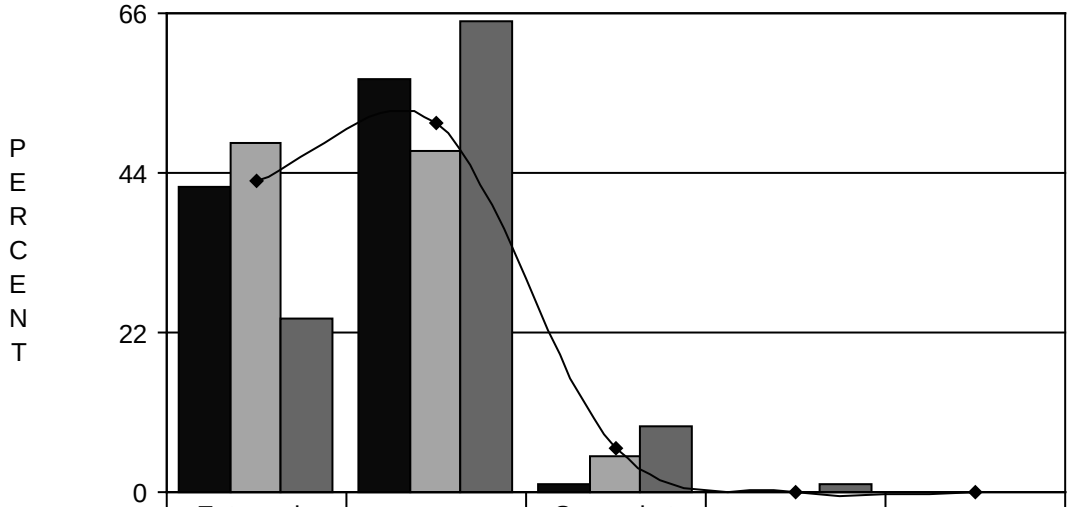
FIGURE 68
Likelihood Of Returning To Las Vegas For A Vacation Trip In The Future



	Extremely likely	Very likely	Somewhat likely	Not too likely	Not at all likely
Downtown	27	55	15	4	0
Strip Corridor	25	44	20	9	2
Other	16	59	19	6	1
TOTAL	23	47	19	8	2

Visitors were asked how likely they are to return to Las Vegas in the future for a vacation or pleasure trip (Figure 68), and 70% of all visitors said they were “extremely” or “very” likely to return. Downtown (82%) and other non-Strip Corridor lodgers (75%) were significantly more likely than Strip Corridor lodgers (69%) to say they were “extremely” or “very” likely to return. Strip Corridor lodgers (11%) were significantly more likely than Downtown (4%) and other (7%) lodgers to say they were “not too” or “not at all” likely to return.

FIGURE 69
Likelihood Of Recommending Las Vegas As A Vacation Destination



	Extremely likely	Very likely	Somewhat likely	Not too likely	Not at all likely
Downtown	42	57	1	0	0
Strip Corridor	48	47	5	0	0
Other	24	65	9	1	0
TOTAL	43	51	6	0	0

Visitors were also asked how likely they are to recommend Las Vegas to others as a vacation destination (Figure 69) and most (94%) said they were “extremely” or “very” likely to recommend Las Vegas. Downtown (42%) and Strip Corridor lodgers (48%) were significantly more likely than other lodgers (24%) to say they were “extremely” likely to recommend Las Vegas, while those who lodged elsewhere than Downtown or the Strip Corridor were the most likely to say they were “very” likely (65% vs. 57% for Downtown lodgers and a significantly lower 47% for Strip Corridor lodgers) or “somewhat” likely (9% vs. 5% for Strip Corridor lodgers and a significantly lower 1% for Downtown lodgers) to recommend Las Vegas.

VISITOR DEMOGRAPHICS

With regards to visitor demographics, Downtown lodgers were more likely than Strip Corridor lodgers to be (Figures 70 and Figure 71):

- Older (mean of 48.6 years).
- Retired (31% vs. 17% of Strip Corridor lodgers).
- From the United States (94% vs. 78% of Strip Corridor lodgers).
- From the West (66% vs. 48% of Strip Corridor lodgers), particularly Western states other than California and Arizona (26% vs. 11%)

Strip Corridor lodgers were more likely than Downtown lodgers to be:

- Younger (mean of 44.0 years).
- Employed (66% vs. 52% of Downtown lodgers).
- From a foreign country (22% vs. 6% of Downtown lodgers).

FIGURE 70

VISITOR DEMOGRAPHICS

	Downtown	Strip Corridor	Other	TOTAL
GENDER				
Male	52%	49%	48%	49%
Female	48	51	52	51
MARITAL STATUS				
Married	80	81	79	80
Single	15	15	11	14
Separated/Divorced	3	3	6	4
Widowed	3	2	4	2
EMPLOYMENT				
Employed	52	66	57	64
Unemployed	4	3	2	3
Student	4	3	2	3
Retired	31	17	29	20
Homemaker	10	11	10	11
EDUCATION				
High school or less	12	11	13	11
Some college	44	37	33	37
College graduate	41	48	50	48
Trade/vocational school	3	4	4	4
AGE				
21 to 29	15	18	12	17
30 to 39	20	27	25	27
40 to 49	19	21	18	20
50 to 59	11	14	14	14
60 to 64	7	7	9	8
65 or older	28	12	23	15
MEAN	48.6	44.0	49.1	45.2
BASE	(187)	(2741)	(671)	(3599)

FIGURE 71

VISITOR DEMOGRAPHICS

	Downtown	Strip Corridor	Other	TOTAL
ETHNICITY				
White	74%	76%	84%	77%
African American/Black	3	4	4	4
Asian/Asian American	13	11	3	10
Hispanic/Latino	7	8	7	8
Other	3	1	2	1
HOUSEHOLD INCOME				
Less than $20,000	1	1	2	1
$20,000 to $39,999	7	6	6	6
$40,000 to $59,999	31	24	34	26
$60,000 to $79,999	25	28	25	27
$80,000 or more	29	33	27	32
No Answer	8	7	6	7
VISITOR ORIGIN				
U.S.A.	94	78	93	81
Eastern states*	5	7	6	7
Southern states†	13	13	11	12
Midwestern states‡	11	10	8	9
Western states§	66	48	69	53
California	35	32	38	33
Southern California	27	25	31	27
Northern California	8	6	7	6
Arizona	4	6	10	6
Other West	26	11	21	14
Foreign	6	22	7	19
BASE	(187)	(2741)	(671)	(3599)

* Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

† Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

‡ Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

§ Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada (excluding Clark County), New Mexico, Oregon, Utah, Washington, and Wyoming.